

## AGCO and Maschio Gaspardo Launch Partners of AGRITECHNICA ASIA 2017



Source: Massey Ferguson.

### Bangkok/Frankfurt – 13 July 2016

With the manufacturers AGCO and Maschio Gaspardo, the organizers of AGRITECHNICA ASIA 2017, DLG International (Deutsche Landwirtschafts-Gesellschaft – German Agricultural Society) and VNU Exhibitions Asia Pacific, have brought two more top-flight launch partners on board. The two project managers Marie Servais (DLG) and Akachai Ponsomboon (VNU) interpret this as a clear signal “for the further rise in interest in Asia’s markets among manufacturers of agricultural machinery and equipment”. Prior to this, LEMKEN, LOVOL and PÖTTINGER had already agreed to act as launch partners for AGRITECHNICA ASIA 2017 which is being held in Bangkok (Thailand) from 15 to 17 March 2017.

Mirco Maschio, President of Maschio Gaspardo Group, said, “Maschio Gaspardo Group has been operating in the Asian market for over a decade, and is known for its wide product range, dedicated network and prompt customer service. Maschio Gaspardo Group not only focuses on

the production and sales of agricultural machinery, but also plays an important role in the enhancement of agricultural mechanization. In the last few years, the company has invested heavily in two new production sites in China (Qingdao) and India (Pune) to serve the Asian markets. This investment is an important step in achieving the global leadership position in providing complete crop solutions to farmers. We decided to participate as a launch partner at the first AGRITECHNICA Asia in Bangkok, aware of the strategic importance and the considerable growth of the Asian market in recent years.”



Source: Maschio Gaspardo.

Alex Baker, Manager – Far East, AGCO Holdings (Singapore) Pte Ltd, also stressed the importance of the Asian market for tractor manufacturers. “Thailand continues to be a challenging market with retail finance being a key driver in mechanization for the volume market i.e. compact tractor sector. For the higher horsepower sector, weather and commodity pricing are key. The larger producers are looking to mechanization to streamline and improve productivity. This is exciting, as technology and machinery innovation play a large part in this process. The same can be said for all countries in Asia. Myanmar is opening quickly with a need for modern equipment, and in Vietnam cropping is changing so there is a shift in machinery types and sizes. The Indonesian market, especially the sugar industry, is seeking solutions due to labor issues. There is increased demand for technology and mechanization in some size or sector in all countries.”

The first AGRITECHNICA ASIA will be held parallel with VIV Asia, Asia's largest animal husbandry exhibition and Horti Asia, the leading trade fair for Horticultural and Floricultural Production and Processing Technology, at BITEC, Bangkok, from 15 to 17 March 2017. This will make it possible to exploit synergies between animal husbandry and crop production and give the first AGRITECHNICA ASIA an additional boost.

Mechanization of Asia's agriculture covers a wide range. At AGRITECHNICA ASIA the emphasis will be on solutions for agricultural machinery and equipment that are both relevant and important to the development of agriculture in Asian markets. In the coming decade mechanization and the use of modern machinery will increase strongly, above all due to a growing shortage of labour, more intensive competition and the resulting need to lower production costs.

While the focus at the world's leading trade fair for agricultural machinery and equipment AGRITECHNICA in Germany lies on innovations in cultivating maize and cereals, AGRITECHNICA ASIA will also feature local solutions for cultivating rice, cassava and sugar cane.

For further information about AGRITECHNICA ASIA please contact Ms Marie Servais, Project Manager ([M.Servais@DLG-International.com](mailto:M.Servais@DLG-International.com)), or Mr. Akachai Ponsomboon, Project Manager ([akachai.pon@vnuexhibitionsap.com](mailto:akachai.pon@vnuexhibitionsap.com)).

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