FIELD DEMONSTRATIONS OF AGRICULTURAL MACHINERY

Mechanization for Sustainable Agriculture

Hosted by the Agricultural Mechanization Department, Ministry of Agriculture, Livestock and Irrigation, Myanmar
PERFECTLY COMBINED:
FIELD DEMONSTRATIONS. SEMINARS. NETWORK.

The 1st AGRITECHNICA ASIA live aim to foster sustainable mechanization by demonstrating the use of up-to-date technologies in the local cropping systems:

- Live machinery demonstrations of different field operations for more than 1,000 progressive farmers and machinery operators from Myanmar.
- Seminars with machinery operators, dealers, agricultural expert organizations and government representatives.
- Several networking sessions on both days.

The organizers are the International Rice Research Institute (IRRI), the German Agricultural Society (DLG) and VNU Exhibitions Asia Pacific. The Myanmar Rice Federation and the World Bank support the event as professional partner.

The 1st AGRITECHNICA ASIA live is hosted by the Agriculture Mechanization Department (AMD) of the Ministry of Agriculture, Livestock and Irrigation.

www.agritechnica-asia.com/#live

Demonstrate your solutions for the challenges of the region and use the side events to extend your network.

GROW YOUR BUSINESS IN MYANMAR.

With 17.6% of the GDP and covering about 60% of the labour force, agriculture is the backbone of Myanmar's economy. The agro-based economy is dominated by rice counting as the world's ninth biggest exporter. In Myanmar, rapid mechanization is underway. Mechanical land preparation is now common-place, due to thriving machine rental markets, falling equipment prices, and better financing options. Sales of almost all categories of agricultural machinery increased during the last years. Thus, Myanmar holds a high potential for international agricultural machinery manufacturers.

- Small agricultural machinery (two-wheel tractors) + 39%
- Large agricultural machinery (four-wheel tractors) + 92%

Source: Food Security Policy Project Research Highlights 2016
SUSTAINABLE AGRICULTURE.

Exhibitor profile
- Tractors
- Soil Preparation
- Drilling & Sowing
- Smart Plant Protection
- Precision Fertilizer Applications
- Irrigation
- Harvesting
- Logistics
- Grain Processing & Storage

DEMAND FROM AGRICULTURAL PROFESSIONALS.

Visitor profile
- Farm managers and farm owners
- Machinery operators/ owners
- Mechanization service providers
- Distributors and dealers
- Heads of cooperatives and farmer organizations
- Researchers and technicians
- Government representatives

THE FIELD SITE.

Ideal because of its proximity to many decision makers, the field site is located in Takkone Township. It is only 50 km from Naypyitaw, the capital city of Myanmar. Government representatives, agricultural decision makers as well as approximately 5,000 farmers are located in this area. As one of the irrigation scheme sites of the Agricultural Development Support Project funded by the World Bank, the field demonstrations will have a large multiplier effect.
YOUR PARTICIPATION OPTIONS.
Seize the opportunity to offer your products on Myanmar’s market: You can either demonstrate your machines in motion or present your solutions at your information counter.

As exhibitor, you can participate in all seminars and networking sessions. The media entry and comprehensive promotion in our digital communications are included.

BOOK YOUR PARTICIPATION.
Get in touch with our team to find out more about AGRITECHNICA ASIA live, your booking options and the marketing services.

Get your application form now: agritechnica-asia@dlg.org

<table>
<thead>
<tr>
<th>Information Counter</th>
<th>2,000.00 USD</th>
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</thead>
<tbody>
<tr>
<td>Live Machinery Demonstration (additional machines: 280 USD/machine)</td>
<td>2,500.00 USD</td>
</tr>
<tr>
<td>Raw Space (outside)</td>
<td>28.00 USD/m²</td>
</tr>
<tr>
<td>Registration Fee</td>
<td>280.00 USD</td>
</tr>
</tbody>
</table>

*plus VAT

AGRITECHNICA ASIA 2020 exhibitors receive a discount of 10%.

Development of agricultural mechanization in Myanmar
AMD is the Agricultural Mechanization Department of the Ministry of Agriculture, Livestock and Irrigation (MOALI). It was founded in 1974 in order to foster agricultural development through mechanization in Myanmar. AMD set up farm mechanization stations as well as workshops and training centers. The facilities provide farm machinery rental services, distribute farm machinery with installment payments and offer training for operation and maintenance to farmers. Farmland transformation as systematic plots and terraced plots are also one of the main tasks. AMD is going to develop the agricultural mechanization in Myanmar by collaborating with the private sector.

First address in rice science
The International Rice Research Institute (IRRI) is the world’s premier science organization dedicated to reducing poverty and hunger through rice science, improving the health and welfare of rice farmers and consumers and protecting the rice-growing environment for future generations. IRRI is an independent, nonprofit, research and educational institute, founded in 1960 by the Ford and Rockefeller foundations with support from the Philippine government. The institute, headquartered in Los Banos, Philippines, has offices in 17 rice-growing countries in Asia and Africa, and more than 1,000 staff.

Leading in trade fairs
DLG has been organizing trade fairs and exhibitions for the agricultural and food sector since 1885. These events serve as a forum for ideas, innovation and networking and are highly respected among exhibitors and visitors alike. DLG brings together exhibitors and visitors at over 30 world-leading shows in many different countries. Our international network of experts as well as our agricultural and food test centers make us a competent partner for all key issues in agriculture, agribusiness and the field of food production. Our operating subsidiaries in many different countries develop new markets and provide tailor-made business platforms.

Access to the Myanmar rice-sector
The Myanmar Rice Federation (MRF) was formally formed in 2012 and represents the private sector of the Myanmar Rice Industry. The strategic members of the MRF are the Myanmar Rice Millers Association (MRMA), the Myanmar Rice and Paddy Traders Association (MRPTA), the Myanmar Paddy Producers Association (MPPA), the Myanmar Farmers Association (MFA), the Myanmar Agribusiness Public Corporation Ltd (MAPCO), the Myanmar Fertilizer, Seed and Pesticide Entrepreneurs Association (MFSPEA) and the Rice Specialization Companies (RSC).