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DLG International and VNU Exhibitions Asia Pacific to launch an Asian version of the world's leading agricultural exhibition, AGRITECHNICA, in Thailand: AGRITECHNICA ASIA in 2017

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The two leading exhibition organizers in livestock and agricultural machinery today announced a joint-venture agreement to launch a new exhibition, AGRITECHNICA ASIA, 15 – 17 March 2017 in Bangkok, Thailand. The Asian edition of AGRITECHNICA, the world's largest trade fair for agricultural machinery and equipment, is set to be the first agricultural exhibition that covers all of Asia by focusing on Asia's largest agricultural buyers from across the region.

Under the terms of the joint venture, the DLG – German Agricultural Society, organizer of AGRITECHNICA in Hanover, Germany, and Dutch-Thai exhibition organizer VNU Exhibitions Asia Pacific, organizer of VIV Asia in Bangkok, will collaborate to establish one of the most powerful joint ventures in the agricultural exhibition industry.

The first edition of AGRITECHNICA ASIA will be held from 15 - 17 March 2017 at BITEC, Bangkok, Thailand, in conjunction with VIV Asia, the largest livestock exhibition in Asia. The co-location will further accelerate the inaugural edition of AGRITECHNICA ASIA, leveraging synergies between animal and crop production.

While the focus in Europe is on innovations for the cultivation of cereals and maize, AGRITECHNICA ASIA will expand the exhibition program further to include local solutions for the cultivation of rice, cassava and sugar cane.

The mechanization of Asian farms covers a wide range of capabilities. At AGRITECHNICA ASIA the emphasis will be on agricultural engineering solutions that are both relevant and important to the development of agriculture in the Asian markets. Mechanization through modern machinery will increase significantly in the next decade mainly due to the growing labor shortages, more competition and therefore the requirement to reduce production costs.

“In addition to the strong growth currently in individual Southeast-Asian countries, this developing region as a whole will be further boosted by the ASEAN grouping by further regional integration in economic cooperation, food trade development and agri-innovations for sustainable food production“ added Dr. Achim Schaffner, DLG's Head of Agricultural Economics. Thailand is considered a hub for the machinery trade in the region which is underlined by the choice of Bangkok as the venue for AGRITECHNICA ASIA.

“Asia is very important part of the global food supply chain with vast land and rich natural resources. Agriculture plays very important role in Asian economy. The world top brand agricultural companies stand



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out in the region. Now AGRITECHNICA comes to Asia! I believe it will definitely bring new platform and opportunities to the development of agriculture in Asia.

Lovol Group is very pleased to join hands with the DLG (German Agricultural Society) to present our brand, products, technology and service to the customers from around the world on this platform of AGRITECHNICA ASIA." says Mr. Wang Guimin, Chairman of the Board, LOVOL, China.

To ensure an impressive launch of AGRITECHNICA ASIA, the organizers decided to realize an international hosted buyer program for the top 150 agricultural decision makers in Asia-Pacific.

"We consider Asia-Pacific as one of our key growth regions. The steep rise in dairy consumption is leading to an upswing in mechanization of grassland management to which Pöttinger, as a grassland specialist, can make a valuable contribution. We also see a great need for investment in arable farming. Pöttinger has the right solutions for both small-scale farming structures and large farms." said Mr. Heinz Pöttinger, Managing Director PÖTTINGER Landtechnik GmbH, Austria.

The first edition of AGRITECHNICA ASIA is supported by the world's leading launch partners LEMKEN, LOVOL and Pöttinger with some further leading agricultural manufacturers in discussion.

Particular emphasis will be placed on the development of a relevant professional program accompanying the exhibition. With the support of industry experts, its aim is to enable transfer of know-how through innovative technology for agricultural farms in the region, as well as to strengthen the agricultural network for agricultural machinery manufacturers in Asia. Also of importance is the recognition of innovative agricultural technology developments in Asia through an AGRITECHNICA ASIA innovations award scheme.

"The key goal is to develop new markets together with the agricultural machinery industry. We will bring the top decision makers from ASEAN, China, India, Japan, Korea, and the Middle East together," said Bernd Koch, Managing Director DLG International GmbH.

"LEMKEN, the specialist supplier for professional arable farming, has been active for many years in the Chinese and Indian markets. Our versatile product range is suitable in many ways to mechanize agriculture in the Asia-Pacific countries and thus provides a significant potential for the future. In order to accede and develop these markets, LEMKEN intends to participate in the first AGRITECHNICA ASIA in Bangkok 2017. This first international exhibition for agricultural machinery in the area provides for LEMKEN an important basis for the future business development.", said Anthony van der Ley, CEO LEMKEN GmbH & Co. KG, Germany.

DLG (German Agricultural Society) is an independent and non-political organization with a large global network, undertaking not-for-profit activities in key agricultural countries. The organization acts as a partner for the successful development and expansion of international business for foreign companies investing in overseas markets. Through its many specialist exhibitions companies, the DLG supports companies in finding new and appropriate markets by bringing partners together also at the local level. In





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2015, DLG organized the AGRITECHNICA exhibition, as well as more than 25 exhibitions in 15 countries. These events have not only resulted in new customers and contracts, but also provided opportunities for greater brand and product awareness for the companies involved. This served as an ideal route for sustainable entry into new markets.

DLG International GmbH operates since 1987 as a highly specialised consulting company with focus on services for organisations of agribusiness and food industry. It has eight international subsidiaries: DLG RUS OOO in Russia; DLG Italia; DLG BENELUX in the Netherlands; DLG AgroFood in Poland; DLG Inter Marketing in Romania; DLG Fuarcilik in Turkey; and DLG AgroTechService in China, as well as IFWexpo in Heidelberg, Germany.

The joint venture brings together the complementary strengths of DLG and VNU Exhibitions Asia Pacific. "At VNU Exhibitions Asia Pacific we have successfully co-developed some of Asia's leading trade shows with German organizers in the past. Working with DLG is a strategic joint-venture that will deliver an incredible business platform for the Asian market. Most importantly, we incorporate the entire industry from the very beginning to tailor a marketplace that serves their needs," revealed Mr. Nino Gruettke, Managing Director of VNU Exhibitions Asia Pacific.

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

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