



## **Leading global manufacturers, governments and associations promote smart growing technologies at Horti ASIA and AGRITECHNICA ASIA**

NEWS RELEASE: Bangkok, Thailand, 16 May 2018

Bangkok will welcome farmers and growers from throughout Asia in August when it hosts the Horti ASIA and AGRITECHNICA ASIA trade fairs. Attendance is expected to be driven by the region's increasing demand for agricultural and horticultural technology, which has registered significant market growth in recent years.

Thailand, which is one of the world's largest rice producers, is considered a major hub for farming and food production technologies in Asia, and according to an Indian government report (Thai Market for Agricultural Machinery\*), the agricultural machinery market in the country was valued at 680 million euros in 2014. Economic diversification and steady urban migration is driving transformational change within the country's agricultural and horticultural sectors as they redefine their place within the economy and society as a whole.

The farming and food sectors have traditionally benefitted from a large pool of labor, indeed 2017 figures suggest about 33 percent of the 38.4 million-strong workforce is involved in growing food, but this is more than five million less than in 1995. Now, with the agricultural workforce aging, and young people migrating towards the cities where industry is prevalent, Thailand's agricultural and horticultural businesses are approaching a crossroads between the practices of the past and the new technologies employed by modern agribusiness. This development can also be seen in most countries in Southeast Asia.

The ideal place to identify new technologies is at trade fairs, and the co-located exhibitions Horti ASIA and AGRITECHNICA ASIA, taking place at Bangkok's International Trade & Exhibition Centre (BITEC) from 22 to 24 August, will adopt the theme "Solutions for Horticulture and Agricultural Industries". The events aim to provide powerful platforms where global experts from manufacturing, research and academia will share knowledge and provide advice on new techniques and technology aimed at increasing productivity in Asian agribusiness.

Thailand's Ministry of Agriculture and Cooperatives has a stated aim of improving agricultural production and promoting agricultural mechanization to reduce the labor requirement and increase efficiency in the sector. It recognizes that although the country currently boasts a robust agriculture sector and remains highly competitive in global export markets, demographic shifts will require more efficient and streamlined production methods going forward to keep Thai farmers profitable.

Demand for tractors is particularly strong as they can be used for multiple purposes on Thai farms, and as rice is by far the country's most important crop, rice transplanters is another promising segment in the country's agricultural equipment market. Greenhouses and greenhouse technology, meanwhile, is in demand from specialist horticultural businesses as they compete for a share of the growing global food market.

### **Systems & Components**

Taking place for the second time, AGRITECHNICA ASIA has established itself as the trade fair for agricultural machinery in the Asian-Pacific region. This year it will include the Systems & Components Asia exhibition – an international platform for the latest developments in engines, hydraulics, axles, gearboxes, cabins, electronics and other components for agricultural machinery and related industries – for the first time. Systems & Components Asia will be a meeting point for visitors involved with research and development, procurement and purchasing at original equipment manufacturers in the off-highway sector.



Horti ASIA is the region's leading event for horticultural professionals involved in growing fruit, flowers, vegetables, and plant production and greenhouse technology. This event is returning to Bangkok for the sixth time, and for 2018 the organizers have joined forces with the International Society for Horticultural Science (ISHS) to pave the way for collaborative education and to provide a knowledge platform for the horticultural sector in Asia.

International governments and associations that have already confirmed as participants in the exhibitions this year include: the Thailand Ministry of Agriculture and Cooperatives; International Society for Horticultural Science (ISHS); Thai Society of Agricultural Engineering (TSAE); Regional Council of Agricultural Machinery Associations in Asia and the Pacific (ReCAMA); International Rice Research Institute (IRRI); Horticulture Science Society of Thailand; South Korea's Foundation of Agriculture Technology Commercialization and Transfer; Embassy of The Netherlands; and Embassy of the Federal Republic of Germany.

Top companies that have confirmed participation in AGRITECHNICA ASIA include: AGCO Holding (Singapore) Pte. Limited; Röhren- und Pumpenwerk Bauer GmbH (Germany); Celikel Tarim Makineleri San. Ve Tic. Ltd. Sti. (Turkey); FLIEGL Agrartechnik GmbH (Germany); KUHN S.A. (France); Maschio Gaspardo S.p.A. (Italy); Minos Agricultural Machinery (Turkey); Pöttinger Landtechnik GmbH (Austria); and Jiangsu World Agricultural Machinery (China). And at Horti ASIA, visitors will meet: Yara Thailand; Priva International Beijing Ltd. (The Netherlands); East-West Seed International Limited (The Netherlands); Xarvio (Bayer AG) (Germany); and Richel Group (France).

The Director of Global Marketing Communications at PÖTTINGER Landtechnik GmbH, T.C. Truesdell, said the company was very pleased to have participated in the inaugural AGRITECHNICA ASIA. "It was a great opportunity to bring end-users, manufacturers and potential suppliers from the Asian region together at one venue," he added. "The further success of the event will help to support the development of the region itself."

The Managing Director of Yara Thailand, Mehdi Saint-André, agreed. "We were very excited to join in this year to play an active role towards Thailand 4.0 agricultural sector modernization, and collaborate with other value chain players to improve together farmers' efficiency and sustainability through knowledge, innovation and digital solutions," he said.

Visitors to the two trade fairs, being held at BITEC, Bangkok, from 22 to 24 August, will meet more than 200 exhibiting companies from Asia-Pacific and Europe. They will not only have the opportunity to do business, but also to extend their knowledge in seminars and farm visits in Thailand, which is the leading country for horticulture in the region.

More information is available online at: [www.horti-asia.com](http://www.horti-asia.com) and [www.agritechnica-asia.com](http://www.agritechnica-asia.com)

Companies interested in being a part of the exhibitions can call +662 6700900 Ext. 209 / 212 (VNU Exhibitions Asia Pacific) or +49 69 24788-282.

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Reference: [www.indianembassy.in.th/pdf/Market%20Survey%20Thailand%20Market%20for%20Agricultural%20Machinery%20Jan%202016.pdf](http://www.indianembassy.in.th/pdf/Market%20Survey%20Thailand%20Market%20for%20Agricultural%20Machinery%20Jan%202016.pdf)