**Agritechnica Asia organisers launch new agricultural events in Thailand and Myanmar**

* **“Agritechnica Asia live – Field Demonstrations of Agricultural** **Machinery” in Myanmar 29th and 30th November**
* **“Agrifuture Conference & Exhibition – Prepare Yourself for Tomorrow's Agri-Business” in Thailand 2nd and 3rd of December**

**Frankfurt/Main, Germany, July 2019** – The organisers of Agritechnica Asia, the DLG (German Agricultural Society) and VNU Exhibitions Asia Pacific, today announced they will launch two new events, located in Thailand and Myanmar, for the agricultural sector in South East Asia before the end of 2019. These new activities are part of the bold strategy for the Thailand-based Agritechnica Asia trade fair, to facilitate farming solutions to local farmers in this region.

The dedicated farming events, “Agritechnica Asia live – Field Demonstrations of Agricultural Machinery” will take place near Myanmar’s capital city of Naypyitaw on 29th and 30th November, and “Agrifuture Conference & Exhibition – Prepare Yourself for Tomorrow's Agri-Business” is scheduled to be held in Bangkok, Thailand, on 2nd and 3rd of December.

“Agritechnica Asia based in Bangkok is a successful off-shoot of Agritechnica, which is the world’s largest agricultural machinery trade fair and is held in Germany every two years. Agritechnica Asia is now in its third edition and has already established itself as a leading platform in South East Asia for agricultural machinery solutions. These two new events in Thailand and Myanmar are similar to technology showcase road shows with specific and highly technical content brought directly to the farmers at their door step,” said Jens Kremer, Deputy Managing Director of DLG Service.

“They fulfil a need for more knowledge in a specific area such as rice cultivation or specific mechanisation issues. Agritechnica Asia acts to bring this together,” added Kremer.

“We are pleased that the cooperation signed three years ago between VNU Exhibitions Asia Pacific and DLG is bearing fruit. We are working together to not only offer solutions to the farming sector but we are also tuning in to needs that are in some cases very local,” commented Heiko Stutzinger, Managing Director of VNU Exhibitions Asia Pacific.

**New event in Myanmar – “Agritechnica Asia live”**

The new Agritechnica Asia live event in Myanmar is expected to attract about 1,000 visitors from the area around its venue, a location also hosting a World Bank-funded Agricultural Development Support Project. Rice production will be central to the two-day event, with co-partners that include the International Rice Research Institute (IRRI), the Myanmar Rice Federation (MRF) and the World Bank (WB). The country’s Agricultural Mechanisation Department (AMD) of the Ministry of Agriculture, Livestock and Irrigation will be the official host.

Like last year’s Mechanisation Field Day, partnered by IRRI, and also held in Myanmar, the event is expected to attract farmers, machinery operators/owners, mechanisation service providers, MRF members, researchers and technicians, and decision and policy makers. The programme will feature a field demonstration and networking dinner on the first day and a seminar on the second day.

**New event in Thailand – Agrifuture Conference & Exhibition**

The new Agrifuture Conference & Exhibition event will be held at a venue in the city of Bangkok and is expected to attract about 1,200 attendees from across Asia-Pacific. The format is an international conference with accompanying side-exhibition and networking sessions. Farmers, machinery operators/owners/contractors, dealers, co-operatives, researchers and technicians, and decision and policy makers are among those expected to attend.

The first day of the event will include formal conference sessions on two topics, “Regional & global markets” and “Smart crop management & post-harvest technology”, while the focus on the second day is on “Mechanisation & Financing”. The exclusive exhibition taking place throughout the event is expected to feature about 30 exhibitors of disruptive technology for future farming.

DLG’s Katharina Staske, project manager of Agritechnica Asia, said the new events have been introduced to complement Agritechnica Asia, which takes place for the third time from 7th to 9th May 2020 in Bangkok.

“Along with our international farmers’ network, the DLG has expanded its relationship with farmers and expert organizations in South East Asia, and notably Thailand and Myanmar,” added Staske. “It is through working with these organizations that we have come up with two new events that will focus on specific arable production areas that require targeted technical solutions.”

“These are exclusive events that bring a selected group of farmers together where knowledge acquisition is the main focus, and alongside we offer an exclusive platform for organisations to promote their products and services.”

**DLG promotes technical and scientific progress in the food and farming sectors**

The DLG is a politically independent, non-profit organisation promoting technical and scientific progress and knowledge transfer in the food and farming sectors. It was founded in 1885 by engineer, writer and visionary Max Eyth, who was convinced that the industrial revolution, and mechanisation in particular, would have a major impact on the agricultural sector. Eyth’s ideas remain at the centre of the DLG’s activities to this day.

The new Agritechnica Asia live event not only meets the DLG’s objectives of transferring knowledge across borders, but is in line with the stated goal of the Myanmar Rice Sector Development Strategy. The country aims to be a food-secure nation where smallholder farming households triple their household incomes, including income derived from rice and rice-based farming, thereby enjoying a decent standard of living comparable to that of urban dwellers. The sustainable intensification of rice production, using efficient and effective natural resource management methodologies for higher rice productivity and profitability, is the cornerstone for achieving this goal by 2030.

Agritechnica Asia is organised by the DLG and VNU Exhibitions Asia Pacific, and is a spin-off from the highly successful Agritechnica, the world’s largest trade fair for farm machinery held every two years in Hanover, Germany. Agritechnica Asia’s South East Asian team will organise the new “Agritechnica Asia live – Field Demonstrations of Agricultural Machinery” and “Agrifuture Conference & Exhibition – Prepare Yourself for Tomorrow's Agri-Business” events, and more information about these can be found online at:

http://www.agritechnica-asia.com/ata-live-2/

http://www.agritechnica-asia.com/agrifuture-conference

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