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Federal Ministry  
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**AGRITECHNICA ASIA digital talks**  
**Preview: Asia-Pacific Trading Summit**  
Countries in focus: India, Indonesia, Myanmar

**Wednesday, 20 January 2021 | Time 3-4: 45 PM (ICT) / 9-10:45 AM (CET)**

Selected representatives from Asia-Pacific will report on the needs of the market in terms of technology, quality and after-sale service and will be virtually connected with international manufactures, especially from Germany.

Discussions can then be intensified at the physical Asia-Pacific Trading Summit at AGRITECHNICA ASIA 2021 in May.

**Target group:**

- Manufacturers from Europe, especially from Germany
- Dealers / importers from Asia-Pacific, especially India, Indonesia and Myanmar

**Preliminary program:**

**09:00 am: Welcome address by DLG (German Agriculture Society)**

- Mr. Bernd Koch, Managing Director, DLG International GmbH, Germany

**09:05 am: Welcome address by BMEL (Federal Ministry of Food and Agriculture)**

- Dr. Artur Ickstadt, Head of Division 424 - International Commodities, Export, Trade Promotion, Federal Ministry of Food and Agriculture, Germany

**09:10 am:**

**Country-Report: India**

- Mr. Baldev Singh Amar, President – Agricultural Machinery Manufacturers Association, India
- General situation with regard to mechanization
- Current challenges and associated needs from a national perspective
- International trade in technology

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**09:20 am:**

**Country-Report: Myanmar**

- Mr. Naing Win, Deputy Director General, Agricultural Mechanization Department of MOALI

- General situation with regard to mechanization
- Current challenges and associated needs from a national perspective
- International trade in technology

**Country-Report: Indonesia**

**09:30 am:**

- General situation with regard to mechanization
- Current challenges and associated needs from a national perspective
- International trade in technology

**09:40 am: "Made in Germany"**

– Mr. Alexander Haus, Mechanical Engineering Industry Association, Germany

- Current presence / activity of German manufacturers in India, Indonesia and Myanmar
- Strengths of German manufacturers and their main business areas
- Obstacles to successful export to Southeast Asia

**10:00 - 10:15 am: (3-4min per company): Country specific products and regional structures**

Presentation by the companies CLAAS, FLIEGL, KRONE, STEP Systems (tbc)

**10:15 – 10:25 am: Questions by dealers and importers**

**10:25 – 10:45 am: Open discussion: European manufacturers have the opportunity to ask questions and to get in touch with the speakers**

