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German Bundestag

Asia-Pacific Trading Summit at AGRITECHNICA ASIA 2022



International

Date: Thursday, 26 May 2022 | Time 14:30PM -17:00 PM (ICT)

Location: Bangkok, BITEC; Room GH202

Language: English

Moderation:

Mr. Erik Guttulsröd, Head of Division Operations Management and Sustainability
DLG e.V. (German Agricultural Society)

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 connected with international manufactures, especially from Germany.

Before and after the presentations from the various country representatives, there will be opportunities for networking and exchange between manufacturers, importers and distributors with the objective to find new business partners. .

Target groups:

- Manufacturers from Europe, especially from Germany
- Dealers / importers from Asia-Pacific, especially from ASEAN countries

Program Draft (updated 27.04.2022):

14:30pm – 15:00pm: Coffee & Networking

15:00 pm: Welcome address by BMEL (Federal Ministry of Food and Agriculture)

- Dr. Bernd Christiansen, Counsellor for Food and Agriculture Thailand – Vietnam – Indonesia at the Embassy of the Federal Republic of Germany Bangkok

15:05 pm: Welcome address by TSAE (Thai Society of Agricultural Engineering)

- Dr. Dares Kittiyopas; President of Thai Society for Agricultural Engineering (TSAE)

15:10-16:00 pm:

Brief Country Reports of Thailand, Vietnam, Philippines, Indonesia and Malaysia

Content of each Presentation (example)

Short introduction: Agricultural structure, e.g.

- Land use and cultivation areas (incl. Top 5 crops)
- Farm structures and employment in agriculture
- Agricultural policy approaches and strategies

In focus: General situation with regard to mechanization, e.g.

- Customs duties and import regulations
- Financing of machine equipment
- Sales figures of machines
- Overview of the local agricultural machinery industry and opportunities for foreign manufacturers

Current challenges and important trends with regard to agricultural machinery markets

OR Best Practice examples of international manufacturers and importer or domestic manufacturer

15:10 pm: Country Report: Thailand

Mr. Yanapol Limpanachokchai, Chairman of Agricultural Machinery Manufacturers Industry Club / Federation of Thai Industries, Thailand

15:20 pm: Country Report: Vietnam

Dr. Le Thanh Hoa, Deputy Director General, Agro Processing and Market Development Authority, Ministry of Agriculture and Rural Development, Vietnam

15:30 pm: Country Report: Philippines

Mr. Nerio Antonio M. Sibulo II, Vice President for Internal Affairs of Agricultural Machinery Manufacturers and Distributors' Association, Philippines

15:40 pm: Country Report: Indonesia

Mr. Henry Haryanto, Vice President of Association of Indonesian Agricultural Machinery, Indonesia

15:50 pm: Country Report: Malaysia

Mr. Ong Ree Sheng, IPMA Industry Sdn Bhd., Malaysia

16:00-16:30 pm: Panel Discussion

How can international manufactures successfully develop cooperation models and projects in Southeast Asia?

What are the right strategies, for example:

- 1) Joint Venture: The development of adapted technologies with a local partner for SEA markets
- 2) Sales partner: Production of machines at the headquarters and supplying them to SEA markets
- 3) Technical cooperation projects

Representative of Thailand - *Mr. Yanapol Limpanachokchai, Federation of Thai Industries, Thailand*

Representative of Vietnam - *Dr. Le Thanh Hoa, Deputy Director General, Agro Processing and Market Development Authority, Ministry of Agriculture and Rural Development, Vietnam*

Representative of Philippines - *Mr. Nerio Antonio M. Sibulo, Vice President for Internal Affairs of AMMDA, Philippines*

Representative of Indonesia - *Mr. Henry Haryanto, Vice President of Association of Indonesian Agricultural Machinery, Indonesia*

Representative of Malaysia - *Mr. Ong Ree Sheng, IPMA Industry Sdn Bhd., Malaysia*

Representative of Germany - *Mr. Michael Ritter, Chairman, VDMA Agricultural Machinery, Working Group Asia-Pacific and Senior Vice President Asia, CLAAS Global Sales GmbH*

16:30-17:00pm: Networking and Exchange