

# AGRI TECHNICA<sup>®</sup> ASIA **LIVE**

**VIETNAM**  
Can Tho City  
24 – 26 August 2022

## Scale-appropriate mechanization for sustainable agriculture

Hosted by the  
Ministry of  
Agriculture and  
Rural Development,  
Vietnam



**VNU** | ASIA PACIFIC

## PERFECTLY COMBINED: FIELD DEMONSTRATIONS. SEMINARS. NETWORK.

The 2<sup>nd</sup> AGRITECHNICA ASIA Live aims to foster sustainable mechanization by demonstrating the use of up-to-date technologies in the local cropping systems:

- Live machinery demonstrations of different field operations for more than 3,000 progressive farmers and machinery operators from Vietnam.
- Seminars with machinery operators, dealers, agricultural expert organizations and government representatives.
- Several networking sessions on all three days.

[www.agritechnica-asia.com/#live](http://www.agritechnica-asia.com/#live)



**Demonstrate your solutions for the challenges of the region and use the side events to extend your network.**

### GROW YOUR BUSINESS IN VIETNAM.

Agricultural production is a key economic sector in Vietnam. It is contributing to about 18% GDP of the country and 39% of Vietnam's 100 million inhabitants work in agriculture.

Due to the tropical climate, fertile soils, abundant water supply and rich biodiversity, Vietnamese farmers have increased agricultural production with year-on-year growth rates of over 3.5% over the past two decades. Revenues in agricultural exports have increased over the past two decades from USD 4.2 billion in 2004 to USD 41.3 billion in 2019, making Vietnam the 2<sup>nd</sup> largest exporter in South-east Asia. Rice is the most dominant crop and provides livelihoods to two-thirds of the rural labor force. With over 40 million tons annually, rice production positions Vietnam as the world's second-largest rice exporter.

In order to further increase yields and their exportability and to produce more sustainably, the government is promoting the mechanization of the sector with a development plan. This should continue to drive demand for agricultural equipment and machinery.

#### Exports 2004 – 2019

**USD 4.2 billion**

2004

**USD 41.3 billion**

2019





## SUSTAINABLE AGRICULTURE.

### Exhibitor profile



Tractors



Smart Plant Protection



Harvesting



Soil Preparation



Precision Fertilizer Applications



Logistics



Drilling & Sowing



Irrigation



Grain Processing & Storage

## DEMAND FROM AGRICULTURAL PROFESSIONALS.

### Visitor profile

- Farm managers and farm owners
- Machinery operators/ owners
- Mechanization service providers
- Distributors and dealers
- Heads of cooperatives and farmer organizations
- Researchers and technicians
- Government representatives



## THE FIELD SITE.

Ideal because of its proximity to many farmers and decision makers, the field site 'Cuu Long Delta Rice Research Institute' is located in Can Tho Province in the Mekong River Delta. With 50% of rice production, the Mekong River Delta is considered as the main rice basket of Vietnam. It is about 200km from Ho Chi Minh City. Government representatives, agricultural decision makers as well as approximately 5,000 farmers are located in this area.

## YOUR PARTICIPATION OPTIONS.

Seize the opportunity to offer your products on Vietnam's market: You can either demonstrate your machines in motion or present your solutions at your information counter.

As exhibitor, you can participate in all seminars and networking sessions. The media entry and comprehensive promotion in our digital communications are included.

## BOOK YOUR PARTICIPATION.

Get in touch with our team to find out more about AGRITECHNICA ASIA Live, your booking options and the marketing services.

Get your application form now:

[agritechnica-asia@dlg.org](mailto:agritechnica-asia@dlg.org)

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<b>Package S:</b> - Full-service booth (inside tent) – 9m <sup>2</sup> (corner booth: additional 250 Euro) - Shuttle service hotel-field site - 2 tickets for VIP Networking Dinner	2,850 EUR
<b>Package M:</b> - Full-service booth (inside tent) – 18m <sup>2</sup> (corner booth: additional 350 Euro) - Shuttle service hotel-field site - 2 tickets for VIP Networking Dinner - Product promotion in newsletter and social media	5,350 EUR
<b>Package L:</b> - Full-service booth (inside tent) – 18m <sup>2</sup> (corner: additional 350 Euro) - Shuttle service hotel-field site - Product promotion in newsletter and social media - Live machinery demonstration (1 machine/1 time per day) OR presentation at the stage	5,950 EUR
Raw space (inside tent)	155 EUR / m <sup>2</sup>
Raw space for machinery display (outside)	45 EUR / m <sup>2</sup>
Live machinery demonstration in the field	on request
Sponsoring packages	on request
Booth attendant ENG-VN	350 EUR / day
Registration fee	250 EUR

\*plus VAT

AGRITECHNICA ASIA 2022 and 2024 exhibitors receive a discount of 10%.



### Ministry of Agriculture and Rural Development

Ministry of Agriculture and Rural Development (MARD) was established in 1995 based on the combination of the Ministry of Agriculture and Food Industry, Ministry of Forestry and Ministry of Irrigation. MARD is a governmental agency performing state management functions in the fields of agriculture, forestry, salt production, fishery, irrigation/water services, and rural development nationwide, including state management functions with regard to delivery of public service in accordance with legal documents.



### First address in rice science

The International Rice Research Institute (IRRI) is the world's premier science organization dedicated to reducing poverty and hunger through rice science, improving the health and welfare of rice farmers and consumers and protecting the rice-growing environment for future generations. IRRI is an independent, nonprofit, research and educational institute, founded in 1960 by the Ford and Rockefeller foundations with support from the Philippine government. The institute, headquartered in Los Banos, Philippines, has offices in 17 rice-growing countries in Asia and Africa, and more than 1,000 staff.



### Leading in trade fairs

DLG has been organizing trade fairs and exhibitions for the agricultural and food sector since 1885. These events serve as a forum for ideas, innovation and networking and are highly respected among exhibitors and visitors alike. DLG brings together exhibitors and visitors at over 30 world-leading shows in many different countries. Our international network of experts as well as our agricultural and food test centers make us a competent partner for all key issues in agriculture, agribusiness and the field of food production. Our operating subsidiaries in many different countries develop new markets and provide tailor-made business platforms.



### VNU Asia Pacific

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai, Bangkok. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 19 trade shows and event formats both online and face-to-face platforms including brands from the AgriTech, Animal Husbandry, Animal Companion and Food.