



Vietnam's Ministry of Agriculture to host AGRITECHNICA ASIA Live 2022

Jointly with DLG (German Agricultural Society), VNU Exhibitions Asia Pacific and the International Rice Research Institute (IRRI), Vietnam's Ministry of Agriculture and Rural Development (MARD) and the Can Tho City People's Committee will host the 10-hectare machinery demonstration field event and outdoor exhibition, 24 – 26 August 2022, in Can Tho, Vietnam – Program details and title announced: “Scale-Appropriate Mechanization for sustainable agriculture” – 4,000 participants and 300 machines expected

As part of 'AGRITECHNICA ASIA Live 2022' to take place next month, 24-26 August, in Can Tho, Vietnam, Vietnam's Ministry of Agriculture and Rural Development (MARD) together with the organizers, DLG (German Agricultural Society), VNU Exhibitions Asia Pacific and the International Rice Research Institute (IRRI), have released the program details of the exhibition with seminars as well as the field demonstrations that include some 300 farm machines spanning an expected 50 international and domestic brands. Covering 10 hectares of rice fields, the event is supported professionally by the International Rice Research Institute (IRRI).

With the overarching event theme “Scale-appropriate mechanization for sustainable agriculture”, AGRITECHNICA ASIA Live 2022 will be demonstrating relevant machinery, from tillage to harvesting, to the expected 4,000 farmers, traders and farm experts attending from Vietnam and surrounding countries.

“AGRITECHNICA ASIA Live 2022 held in Can Tho in the heart of the Mekong Delta region will be an opportunity for farmers to quickly and effectively access modern technologies that support sustainable agricultural farming. This is an important goal for Vietnam,” says Dr. Le Quoc Thanh, Director of the National Agricultural Extension Centre of MARD at the press conference held last week in Can Tho - the venue of AGRITECHNICA ASIA Live 2022 - and attended by ministry departments, research institutes and companies.

“The event will also see experts and scientists coming together to propose policies and a roadmap for the application of technology to sustainably transform the agricultural economy in Vietnam. Additionally, AGRITECHNICA ASIA Live 2022 will also be an opportunity for our international colleagues to find suitable business partners and get acquainted with the Vietnamese culture, our country and people,” Dr. Thanh added.

At AGRITECHNICA ASIA Live 2022, exhibitors will be demonstrating modern technologies, live in the field, that support sustainability for local crops alongside exhibitors' trial plots, presenting cultivation practices for rice and further regional crops. Besides the field demonstrations, the exhibition will be showcasing equipment also for processing of agricultural

and food products, fruit and vegetable production, livestock as well as aquaculture for which Vietnam ranks in the world's top five.

The live demonstrations and exhibition are complemented by practice-oriented conferences and forums on smart farming, sustainable production and mechanization topics delivered by international and national experts from academia, companies, organizations, dealers and government representatives from MARD. Networking events are part of the three-day program and are focused on encouraging the sharing of experience.

AGRITECHNICA ASIA Live 2022 will follow the successful premiere of the event held in Myanmar and launched to offer Southeast Asian farmers and experts the opportunity to see equipment working practically in the field while acquiring knowledge and networking.

AGRITECHNICA ASIA is organized by the DLG and VNU Exhibitions Asia Pacific, and is a spin-off from the successful AGRITECHNICA, the world's largest trade fair for farm machinery held every two years in Hanover, Germany.

Editor's note:

Vietnam's Ministry of Agriculture and Rural Development (MARD) has several experts who are available for interviews with editors to discuss the Vietnamese market and the opportunities it represents for international companies.

Editors should contact the DLG to organise a personal interview.

Background information: The market in Vietnam

With a GDP contribution of around 18 percent and 39 percent of Vietnam's 100 million inhabitants employed in agriculture, agricultural production is a key economic sector in Vietnam,

Favored by 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 percent 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 second largest exporter in Southeast Asia. Rice is the most dominant crop, providing livelihoods to two-thirds of the rural labor force. With over 40 million tons produced annually, Vietnam is the world's second largest rice exporter. In order to further increase yields and their exportability as well as produce more sustainably, the government is promoting the mechanization of the sector within its development plan, which should continue to drive demand for agricultural equipment and machinery.

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