

The logo features a blue and white stylized graphic on the left, followed by the text "AGRI" in large white letters and "TECHNICA" in even larger white letters, both in a bold sans-serif font. Below "TECHNICA" is a red horizontal bar, and to its right, the word "ASIA" is written in red, slanted letters.

AGRI TECHNICA

ASIA



Good REASONS for taking part!



From seeding to storage! Product Index



1. Tractor



2. Soil Preparation



3. Drilling & Sowing



4. Plant Protection & Fertilizing



5. Irrigation



6. Harvesting



7. Transport



8. Storage



9. Renewable Energy

Launch Partner



LOVOL

LOVOL, as the leading agricultural equipment manufacturer in China, is committed to provide the technical solutions to the agricultural production chain. LOVOL product ranges from soil cultivation, precision seeding, plant protection, harvester, transportation and storage, etc. With view to modern farming, LOVOL is engaged in smart farming with smart machinery application, and aims to service the farmers with quality and reliability. Lovol Group is very pleased to join hands with the DLG (German Agricultural Society) to present our brand, products, technology and service to the customers from around the world on this platform of AGRITECHNICA Asia. I wish this exhibition a great success! Thank you very much!
Wang Guimin, Chairman of the Board, LOVOL



LEMKEN

The Agrivision Company

LEMKEN, the specialist supplier for professional arable farming, has been active for many years in the Chinese and Indian markets.

This first international exhibition for agricultural machinery in the area provides for LEMKEN an important basis for the future business development.

Anthony van der Ley, CEO LEMKEN GmbH & Co. KG, Germany



PÖTTINGER

We consider Asia-Pacific as one of our key growth regions. The steep rise in dairy consumption is leading to an upswing in mechanization of grassland management to which Pöttinger, as a grassland specialist, can make a valuable contribution.

Heinz Pöttinger, Managing Director, PÖTTINGER Landtechnik GmbH



Hosted Buyer Program

Meet your key buyers at AGRITECHNICA ASIA!



Economy class flight to Bangkok



5-star hotel accommodation up to 4 nights



Personal match-making concierge for exhibitor meetings



VIP ticket for AGRITECHNICA ASIA + VIV ASIA



Golf tournament with industry leaders

*Subject to availability and approval by organizer

Technical Program

Focus on Agricultural Machinery for Rice, Sugar Cane, Maize, Wheat, Root Crops and Cassava

- **High-ranking DLG conferences and specialist events** for industry and users
- **Forum & Workshops for farmers and investors** with expert dialogues on plant production questions




Our Goal

Quality not quantity

 **220 exhibitors**

 **8,000 visitors**

 **7,550 sq.m. exhibiting area**

 **professional business platform**

Target buyer

Agricultural Experts

- Professional farmers
- Farm owners
- Agriculturists and agronomists
- Food & feed producers

International Experts

- Investors
- Engineers and technicians
- Researchers and project managers
- Government representatives
- Decision Makers

Concept of VIV Co-Location

SYNERGIES: over 46,000 food and feed producers will visit the co-located VIV Asia exhibition

863
Exhibitors

38,422
Visitors

57% international visitors from 124 countries

41,209 sq.m.
exhibition space in 7 halls

3,496
conference & seminar attendees

Development of the agricultural machinery sector in Asia

- **Professional agricultural machinery and equipment will continue to gain ground in Asia**
- Agriculture based on human and animal power will **develop into a professional agricultural production system** based on appropriate use of machinery
- **Mechanization of the Asian farms** covers a **broad range of operations**
- From the official standpoint, **mechanization with modern machinery will increase substantially** in the coming ten years – chiefly due to the growing shortage of labour, greater competition, and the resulting pressure to reduce production costs.
- **Establishing markets in Asia** enjoys top priority for many agricultural machinery and equipment companies
- **Machinery innovations** for cultivating e.g. **rice, maize, cassava and cereals** for the Asian markets need a professional platform
- **DLG and VNU** already organize **successful trade fairs** in the crop and animal husbandry sectors and are now teaming up their knowledge and networks to launch **AGRITECHNICA ASIA**
- **AGRITECHNICA ASIA** will focus on **agricultural machinery and equipment solutions** that are of crucial importance for the further development of agriculture in the Asian markets

Venue

Bangkok International Trade & Exhibition Centre;
88 Bangna-Trad Road (Km.1),
Bangna, Bangkok 10260, Thailand



Important Dates

31 July 2016
Early Bird for Stand Registration
www.agritechnica-asia.com/application-form

15 – 17 March 2017
AGRITECHNICA ASIA

Downloads

Application form:
www.agritechnica-asia.com/application-form
Factsheet: www.agritechnica-asia.com/factsheet
Logos: www.agritechnica-asia.com/media

Rates

Raw space (min. 24 sq.m.)
starting from \$293 / sq.m.



Corner Location 10% extra charges of net space
Remark: VAT is excluded and is subject to change by the law

Basic booth (min. 12 sq.m.)
starting from \$329 / sq.m.



Premium booth (min. 12 sq.m.)
starting from \$352 / sq.m.



Marie Servais
DLG International GmbH
Project Manager
AGRITECHNICA ASIA
Tel.: +49 69 24788-274
M.Servais@DLG-International.com



Akachai Ponsomboon
VNU Exhibitions Asia Pacific Co., Ltd.
Project Manager
AGRITECHNICA ASIA
Tel.: +662 670 0900 ext. 104
akachai.pon@vnuexhibitionsap.com

DLG International GmbH – Who we are

DLG International GmbH (German Agricultural Society) operates since 1987 as a highly specialised consulting company with focus on services for organisations of agribusiness and food industry. It also organises international specialist trade shows annually in more than 15 countries within the many fields of the agricultural sector, from agricultural machinery and equipment, crop growing and animal production to bioenergy. The trade shows are flanked by technical events such as e. g. lectures, conferences, workshops and panel discussions. We are based in Germany, China, Italy, the Netherlands, Poland, Romania, Turkey and Russia.



VNU Exhibitions Asia Pacific Co.,Ltd. – Who we are

VNU Exhibitions Asia Pacific Co., Ltd. successfully combines leading European MICE expertise with Asian service excellence. The company is a joint venture between two of the world's leading trade show and exhibition management companies. Jaarbeurs from The Netherlands and TCC Exhibition and Convention Center from Thailand. VNU already successfully collaborates with international exhibition organizers such as Messe Stuttgart and Deutsche Messe Hannover. Together with industry partners and exhibition organizers from around the world, VNU develops, executes, and internationalizes trade shows and conferences - from livestock to laboratory technologies, from pets to horticulture. We are based in The Netherlands, Bangkok and China.

