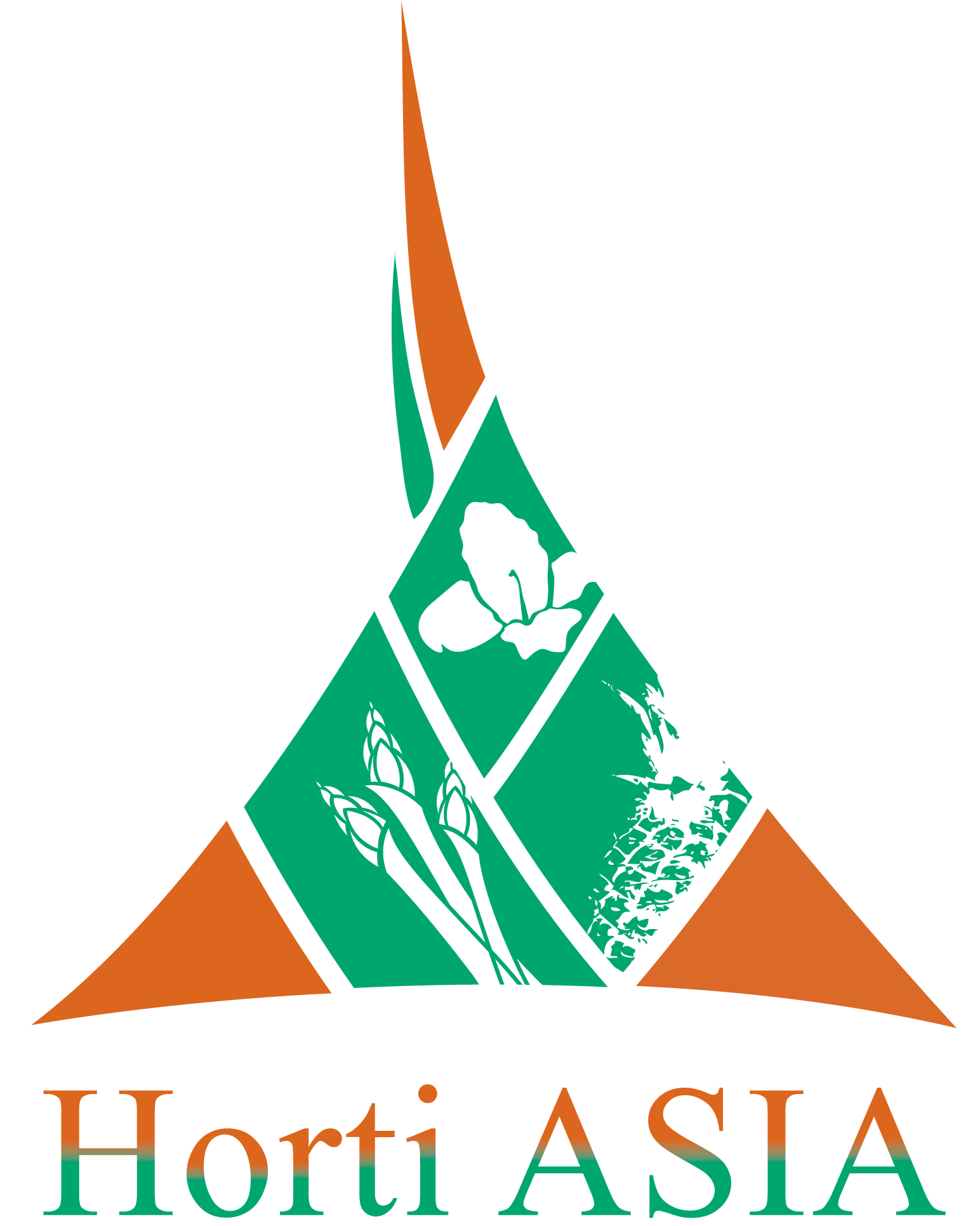
**AGRITECHNICA ASIA 2017**





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**Horti ASIA 2017**

15-17 March 2017

PRESS RELEASE

**International Hosted Buyer Program inviting 200 of the world’s leading agriculture and horticulture farmers to Bangkok**

*TWEET News:*

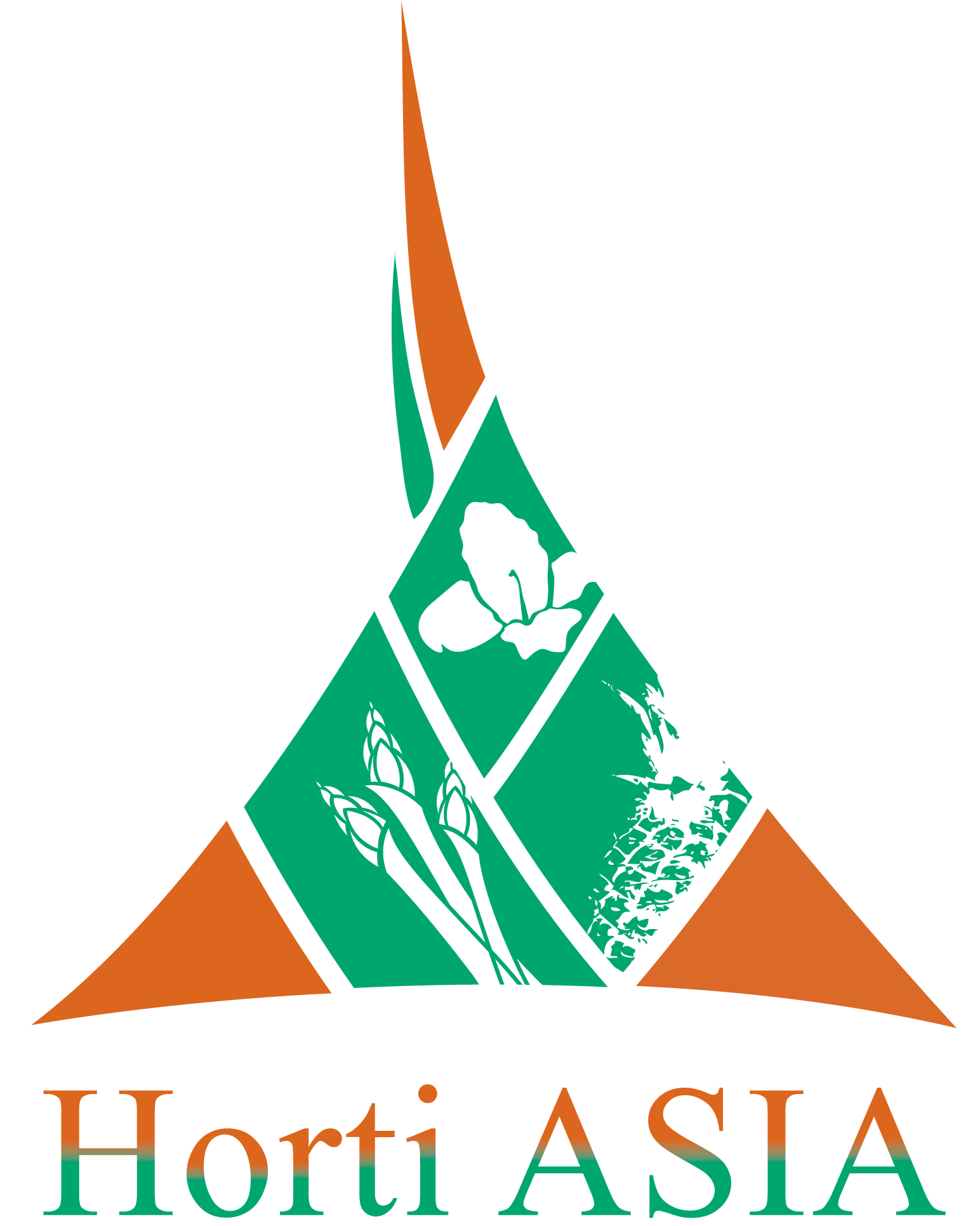
*FREE 5\* hotel and flight: apply for the international hosted buyer program of AGRITECHNICA ASIA and Horti ASIA. More information:* [www.agritechnica-asia.com/buyer](http://www.agritechnica-asia.com/buyer) *or* [www.horti-asia.com/buyer](http://www.horti-asia.com/buyer)

*Press release for immediately release*

**

Bangkok/Frankfurt – 16 November 2016 – AGRITECHNICA ASIA and Horti ASIA (ATA/HA) inaugurated their hosted buyer program. All agricultural and horticultural buyers from across the world are invited to apply directly at [www.agritechnica-asia.com/buyer](http://www.agritechnica-asia.com/buyer) or email to [buyer@agritechnica-asia.com](mailto:buyer@agritechnica-asia.com) for **AGRITECHNICA ASIA** and for **Horti ASIA** at [www.horti-asia.com/buyer](http://www.horti-asia.com/buyer) or email to [buyer@horti-asia.com](mailto:buyer@horti-asia.com) **until December 15, 2016**. The selected 200 buyers will receive 4-5 star hotel and an economy flight ticket to attend ATA/HA during March 15 – 17, 2017 in Bangkok. Over 100 exhibitors and partners in the industry have recommended their top clients to take part in this hosted buyer program, the organizer said. The main goal of the hosted buyer programs are to attract leading suppliers, farm owners, agriculturalists and agronomists, investors, distributors, dealers, decision makers and top executives from high profile companies to engage in the trade fair in March 2017. Attendees will make acquainted amongst others before the event so the face-to-face appointments onsite will be extra productive. A major benefit for participants is the time efficiency with valid business outputs. The organizer is ready to support attendees with the opportunity to have complimentary rooms stay in Bangkok during the exhibition while being a part of global business networking for agribusiness in ASEAN.





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[www.horti-asia.com](http://www.horti-asia.com)

**Ms. Marie Servais and Mr. Akachai Ponsomboon, AGRITECHNICA ASIA Project managers stated that;**

“The quality buyers for AGRITECHNICA ASIA are farmers and managers who work in the sugarcane, rice, maize, cassava, oil palm plantation and processing in Cambodia, China, India, Indonesia, Japan, South Korea, Laos, Myanmar, Philippines, Vietnam and other potential destinations. The program will support the 4-5 stars hotels as your accommodation in Bangkok for 2 nights during the exhibition, a round trip flight ticket to Bangkok for 1 person, an invitation to the Hosted Buyer Exclusive Lounge, Business Matching services and free access to educational sessions. AGRITECHNICA ASIA team researches buyer's interests and solutions needed for farming to ensure that each qualified buyer that we host has genuine business in order to offer choices for our exhibitors.”

**Ms.Sibel Karaoglan and Mr.Chinakit Viphavakit, Horti ASIA Project manager said,**

“Horti ASIA is also looking for the top buyers who are the farm owners or managers working in the fruit, flower, orchid, vegetable, plant production, distributor from Asia-Pacific countries. The total package will be the same as AGITECHNICA ASIA but in a different industry. Hosted buyers may be nominated by our exhibitors, industry associations or government agencies. Interested buyers who are seeking specific products and solutions may also leverage on this business matching programme to source for new business partners. We also ask the recommended buyers list from our exhibitors and try to invite them to our exhibition.”

Qualified buyers, who are top investors and medium to large scale farmers across Asia, will be invited to apply for the hosted buyer program. The hosted buyer program is set to attract leading suppliers, farm owners, agronomists, investors, distributors, dealers and top executives from high profile companies namely; Nestlé Indonesia, Indofood, Vitamilk, Charoen Pokphand Produce, Mitr Phol Sugar, Theppadungporn Coconut, Univanich Palm Oil. The farm operation of these companies can be assured as they are decision makers and close contacts to visit the trade fair. We are prepared to support all of the attendees with an opportunity to have complimentary flight and rooms stay in Bangkok during the exhibition while being a part of global agribusiness networking in ASEAN.

**If you interest to submit to this program, please apply for hosted buyer program via the details below:**

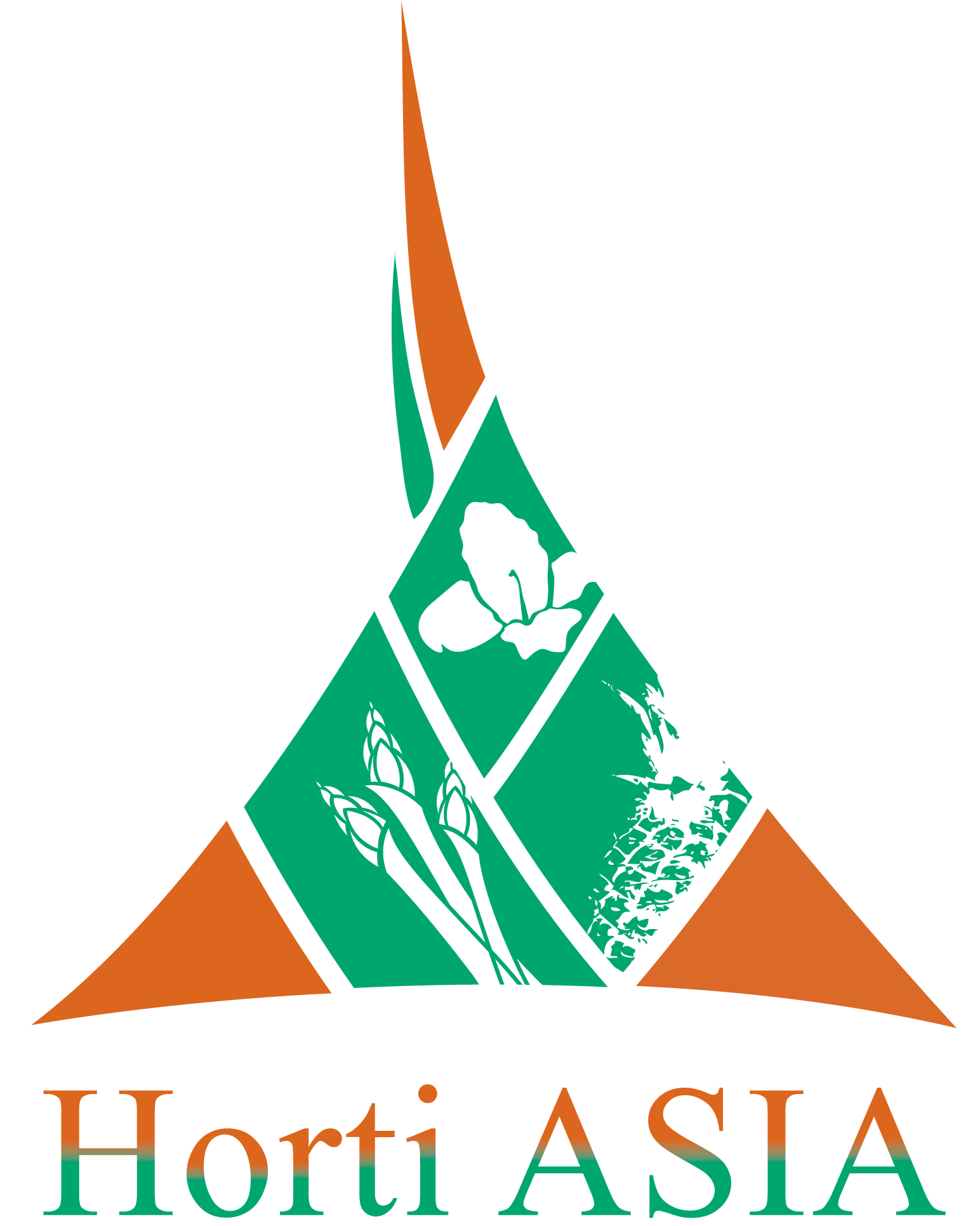
AGRITECHNICA ASIA at [www.agritechnica-asia.com/buyer](http://www.agritechnica-asia.com/buyer) or contact the project coordinator by emailing us at [buyer@agritechnica-asia.com](mailto:buyer@agritechnica-asia.com)

Horti ASIA at [www.horti-asia.com/buyer](http://www.horti-asia.com/buyer) or contact the project coordinator by emailing us at [buyer@horti-asia.com](mailto:buyer@horti-asia.com)

**Deadline before 15 December 2016**

**About AGRITECHNICA ASIA 2017**





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AGRITECHNICA ASIA is the first Asian edition of the world's leading agricultural machinery and equipment from Germany organized by DLG International and VNU Exhibitions Asia Pacific. The show will focus on agricultural machinery for top produced crops in Asia such as rice, sugar cane, cassava, maize, root crops, palm oil and wheat. AGRITECHNICA ASIA is expected over 200 exhibitors from worldwide and will be ready to welcome and provide to our 8,000 trade visitors with deliberated solutions for the region. AGRITECHNICA ASIA will take place at EH 106, BITEC, Bangkok, Thailand, during March 15-17, 2017.

**About Horti ASIA 2017**

Horti ASIA is the leading event in the Asia for fruits, flowers, vegetables, plants production and greenhouse technology. The 5th exhibition will take place at EH 105, BITEC, Bangkok, Thailand, during March 15-17, 2017. It is organized by VNU Exhibitions Asia Pacific together with DLG International German. The Exhibition will feature 200 exhibiting companies from the Asia-Pacific and 20 exhibiting European companies.