

## **AGRITECHNICA ASIA and Horti ASIA postponed until May 2021**

**New exhibition dates: 27<sup>th</sup> - 29<sup>th</sup> May 2021 – International trade fairs will offer a comprehensive exhibition and accompanying technical programme, covering the current topics of agricultural and horticultural solutions for the Asian markets**

**(DLG). DLG International and VNU Asia Pacific are postponing AGRITECHNICA ASIA and Horti ASIA, which were scheduled to take place at BITEC, Bangkok, in October 2020. The uncertain travel entry regulations for Thailand have led organisers to the conclusion that it will not be possible to organise AGRITECHNICA ASIA and Horti ASIA in a form that is appropriate for such leading international trade fairs for exhibitors and visitors this year. The new dates for the exhibitions are 27<sup>th</sup> to 29<sup>th</sup> May 2021.**

This decision to postpone AGRITECHNICA ASIA and Horti ASIA has been taken in close coordination with the partners, exhibitors and visitors of both trade fairs.

“Our decision to postpone both of the trade fairs was not taken lightly. In view of the continuing uncertainty surrounding the overall international travel situation and uncertain entry regulations for Thailand in the context of the coronavirus pandemic, however, we cannot foresee that it will be possible to conduct AGRITECHNICA ASIA and Horti ASIA in the usual form that is appropriate for exhibitors and visitors. The international nature of both exhibitions is precisely what makes the events an important international meeting point for experts and decision-makers,” says Bernd Koch, Managing Director of DLG International.

“We are convinced that postponing AGRITECHNICA ASIA and Horti ASIA until May 2021 will enhance the reputation of both events, as leading international trade fairs for the Asian markets and will further ensure optimal planning and preparation for exhibitors and visitors alike. The decision was taken after extensive consultation with our key stakeholders with the end result being that the large majority preferred to postpone the exhibitions to May 2021,” adds Heiko M. Stutzinger, Managing Director of VNU Asia Pacific.

### **AGRITECHNICA ASIA & Horti ASIA – Digital Connect**

In order to bridge the time until May, the organisers will offer a series of online sessions and product pitches starting from October 14<sup>th</sup>. Manufacturers, buyers and agricultural experts will be invited to experience and get connected with exhibitors via this new interactive online platform ‘AGRITECHNICA ASIA & Horti ASIA - Digital Connect’.

Up-to-date information on the two trade fairs and the planned online platform can be found at: [www.agritechnica-asia.com](http://www.agritechnica-asia.com) and [www.horti-asia.com](http://www.horti-asia.com)

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#### **ABOUT VNU ASIA PACIFIC**

VNU Asia Pacific is part of the VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai and Bangkok, and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In South East Asia, Jaarbeurs has formed a Joint Venture with TCC Assets, a leading corporate conglomerate in the fast-growing region. From its business hub in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. The company's constantly evolving show portfolio includes brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences and Biotechnology industries. For more information, please visit [www.vnuasiapacific.com](http://www.vnuasiapacific.com)

#### **ABOUT DLG**

DLG (Deutsche Landwirtschafts-Gesellschaft e.V. – German Agricultural Society), founded in 1885 by Max Eyth, is an open network and serves as a professional voice of agriculture, agribusiness and the food industry. Its goal is to promote progress by transferring and communicating knowledge, quality and technology. DLG has over 31,000 members. It is politically independent and internationally networked. As one of the leading organizations in its sector, DLG organizes trade fairs and events in the fields of agriculture and food technology, conducts tests of foods and beverages, agricultural machinery and equipment, as well as farm inputs, and in a large number of expert committees develops answers to the challenges confronting agriculture, agribusiness and the food industry.

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