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## **“AGRITECHNICA ASIA & HORTI ASIA digital”: New online platform for Agriculture in Southeast Asia**

**Successful start for the new digital platform - "Digital talks": monthly expert panels discuss current agricultural topics in the Asian region - Online preview of the Asia Pacific Trading Summit planned in January with the support of the German Federal Ministry of Food and Agriculture (BMEL)**

(DLG). In addition to the in-person trade fairs AGRITECHNICA ASIA and HORTI ASIA, which are hosted in Bangkok, Thailand, from 27<sup>th</sup> to 29<sup>th</sup> May, 2021, the two organizers DLG (German Agricultural Society) and VNU Asia Pacific are offering exhibitors, experts and visitors a new digital platform that specifically combines the live experience of the trade fair with accompanying digital information and networking online. Virtual visitors attending "AGRITECHNICA ASIA & HORTI ASIA digital", which was launched in October this year, are already now able to update themselves about solutions for efficient crop production in Southeast Asia as well as network directly with exhibitors. This new digital complement to the physical trade fairs allows exhibitors an optimal reach. The new digital platform will stay online until the end of May 2021.

### **Information, Business und Networking – all in one**

A new digital platform is already proving to be a pivotal point for both knowledge gathering and networking opportunities. Wanwisa Wongkasit, Project Manager at VNU Asia Pacific, explained “With this platform, which takes place online, we can now reach as many as 30,000 relevant contacts. Thanks to our successful campaigns, 1,396 agricultural experts have already signed up to our platform, many of whom are not only important decision-makers in the Asia-Pacific region but also highly regarded opinion-leaders from large agrifood corporates, reaching many new farming contacts and experts. We can expect these new buyers either

directly attending the trade fair, AGRITECHNICA ASIA and HORTI ASIA, in Bangkok in May 2021 or online, networking on the new platform."

"The digital platform offers not only highly specialist information for farmers in the region but also opens up an array of opportunities for targeted networking," said Ms Katharina Staske, Project Manager, AGRITECHNICA ASIA and HORTI ASIA. DLG.

"With the digital platform, we are creating an innovative and agile instrument designed to disseminate knowledge that also optimally complements our face-to-face exhibitions in Bangkok. The online platform, 'AGRITECHNICA ASIA & HORTI ASIA digital', are compact and user-friendly. From a technical point of view, the platform will impress its visitors and exhibitors, highlighting current topics that shape the agriculture of Southeast Asia while at the same time providing answers to regional challenges. Visitors can already now look forward to the program of the next 'digital talks', which will take place on the platform from 18<sup>th</sup> to 22<sup>nd</sup> January, 2021," concluded Staske.

### **"Digital talks": started off successfully in October 2020**

With its "digital talks" series, the new digital platform complements the comprehensive technical program of AGRITECHNICA ASIA and HORTI ASIA in Bangkok in May 2021. Taking place once a month leading up to the exhibition, a panel of experts along with a moderator from the industry are invited to discuss current topics relevant to Southeast Asian agriculture and agricultural engineering. These topics include rice cultivation in Thailand and Myanmar, sugar cane cultivation in Indonesia, as well as fruit and vegetable production in Vietnam. Free of charge, these virtual events offer visitors the opportunity to interact with the experts.

The first two "digital talks" have already taken place and included leading experts from organizations such as the Food and Agriculture Organization of the United Nations (FAO), the International Rice Research Institute (IRRI), the World Vegetable Center as well as the DLG. The digital talks covered crop protection and post-harvest management issues and were attended by participants from over 30 countries. On-demand videos of the first rounds of expert discussions are available on the digital platform.

## **Asia-Pacific Trading Summit with digital preview supported by the German Federal Ministry of Food and Agriculture**

As part of its export promotion program, the German Federal Ministry of Food and Agriculture (BMEL) is supporting the Asia-Pacific Trading Summit, which will take place at the trade fair AGRITECHNICA ASIA over three days, 27-29 May, 2021. A preview of the Asia-Pacific Trading Summit will be offered on the new digital platform on 20<sup>th</sup> January, ahead of the exhibition, and will provide detailed insight into the topics that will be covered at the summit. Farm equipment manufacturers can gain more knowledge about the current regional requirements in the areas of technology, quality and after-sales services as well as be able to network directly with experts and trading partners. Key focus is placed on India, Indonesia and Myanmar at the preview.

The next AGRITECHNICA ASIA and HORTI ASIA will take place at the BITEC exhibition center in Bangkok, Thailand, 27<sup>th</sup> - 29<sup>th</sup> May, 2021, in conjunction with the "Systems & Components Asia" special exhibition as a hybrid trade fair. In addition to the physical visit to the trade fair, visitors can also take part as a digital attendee in the leading event in Southeast Asia.

**Watch past digital talks #1-3:** [www.agritechnica-asia.com/digital-connect/#programme](http://www.agritechnica-asia.com/digital-connect/#programme) and [www.horti-asia.com/digital-connect/](http://www.horti-asia.com/digital-connect/)

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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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