

English



AGRI TECHNICA

The World's No.1

New conference series

Africa – Russia – Kazakhstan –
China – India in focus

**Ag Machinery International –
Access to emerging markets**

12 – 14 November 2013



Ost-Ausschuss der Deutschen Wirtschaft

oa



Agricultural Machinery
Association

oav GERMAN ASIA-PACIFIC
BUSINESS ASSOCIATION

Dear exhibitors, dear visitors,

I take pleasure in welcoming you to our new events series „Ag Machinery International - Access to emerging markets“. In cooperation with VDMA Agricultural Machinery and with the support of the Committee on Eastern European Economic Relations (Ost-Ausschuss der Deutschen Wirtschaft) and OAV (German Asia-Pacific Business Association), DLG is organizing four conferences, each with a different focus, at the world's largest trade fair for agricultural machinery and equipment, AGRITECHNICA in Hanover.

The purpose of the newly conceived series of conferences is to provide information on emerging agricultural machinery and equipment markets and to facilitate contacts with actors in the respective markets. This year, the focus is on southern Africa, Russia, Kazakhstan, China and India. The conference part of each event will examine the agricultural machinery and equipment markets and present strategies for entering them. This will be followed by an informal get-together with country-specific refreshments, offering opportunities to meet and exchange ideas with participants, delegations and speakers. If your time does not allow for this, AGRITECHNICA's new Match&Meet programme allows you to forge professional contacts outside of the event, in keeping with your personal appointments calendar.

The target group for the newly conceived series of conferences includes in particular export-oriented industrial enterprises. With this events series, we are pleased to enhance the international accompanying programme, which also reflects the great international significance of AGRITECHNICA.

I wish you - exhibitors and visitors - a wealth of new information, good conversations and contacts from all over the world during your visit to the event.



Carl-Albrecht Bartmer
President DLG e.V.

General information

Target groups:

National + International:
industry, service providers, trade,
associations, organizations

Date:

12 – 14 November 2013

Venue:

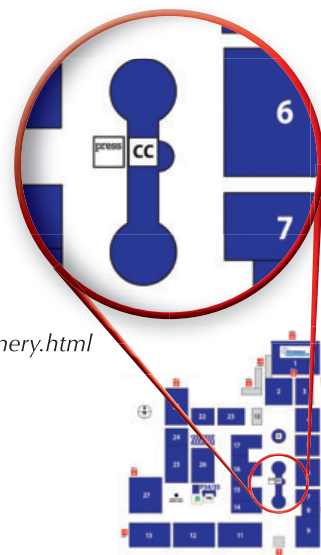
AGRITECHNICA 2013,
Exhibition Grounds Hanover,
Convention Center (CC)

Registration:

Binding registration at:
www.agritechnica.com/ag-machinery.html
Participation is free of charge.

Contact

Karen Hollenbach
Tel: +49 69 24788-287
K.Hollenbach@DLG-Service.com



Programme overview:

Ag Machinery International – Access to emerging markets

Tuesday, 12 November	
18:30 – 20:00 h Convention Center, room 3A	Africa's emerging markets
20:00 – 21:30 h Convention Center, room 3B	Get-together Africa
Wednesday, 13 November	
10:00 – 12:00 h Convention Center, room 3A	Russia, Kazakhstan in focus
12:00 – 13:00 h Convention Center, room 3B	Get-together Russia and Kazakhstan
Thursday, 14 November	
10:00 – 11:15 h Convention Center, room 13/14	China in focus
11:30 – 12:45 h Convention Center, room 13/14	India in focus
12:45 – 13:45 h Convention Center, room 15/16	Get-together China and India



Ag Machinery International: Africa's emerging markets



Join the conference to

- assess the chances and challenges of business in Africa's countries,
- analyze the potential of southern Africa's farm machinery markets,
- read up on the steps to join into southern Africa's farm machinery markets,
- network with Africa professionals from industry, government and the farming sector.

More facts & figures on Africa at the conference.



Contact:

Dr. Achim Schaffner
Tel.: +49 69 24788-321 • A.Schaffner@DLG.org



Venue: Convention Center, rooms 3A/3B
Conference language: English
Host: Dr. Franz-Georg von Busse,
 Member of DLG Executive Committee

Time	Topic	Speakers
18:30 h	Welcome	Carl-Albrecht Bartmer, President of DLG Mr. Ndambo Ndambo, Executive Director of Zambia National Farmers Union BMELV
19:00 h	Africa in Transition: Business Risks and Opportunities in Africa	Justin Sherrard, Global Manager Research, Rabobank International
19:20 h	Successful market entry in machinery markets in the south of Africa	Hermann Intemann, Head Agricultural Affairs, Embassy of the Federal Republic of Germany, South Africa
19:40 h	From a farmer's point of view: What machinery is needed in Africa's Agriculture?	Stuart Cook, Farmer in Zambia
20:00 h	Closing remarks	Dr. Franz-Georg von Busse, Member of DLG Executive Committee
20:00 h	GET-TOGETHER with country-specific snacks	

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Organizers: DLG, VDMA Agricultural Machinery



Ag Machinery International –
Access to emerging markets:

Kazakhstan and Russia in focus



Russia and Kazakhstan at a glance:

Kazakhstan at a glance

- Population: 16.9 million
- Arable land: 24.1 million hectares, of which in
- Agricultural companies: 14.6 million hectares (average 2,960 hectares)
- Family farms: 9.2 million hectares (average 65 hectares)
- Value of domestic ag machinery market: Euro 0.8 billion
- Imports of ag machinery: Euro 0.65 billion

Russia at a glance

- Population: 143.3 million
- Arable land: 115 million hectares, of which in
- Agricultural companies: 88 million hectares (average 3,700 hectares)
- Family farms: 14 million hectares (average 56 hectares)
- Value of domestic ag machinery market: Euro 3 billion
- Imports of ag machinery: Euro 1.8 billion
- Exports of ag machinery: Euro 350 million

Sources: VDMA Agricultural Machinery, ROSSTAT, Agency for statistics of the Republic of Kazakhstan

More facts & figures on Kazakhstan, Russia at the conference.

Contact:

Dr. Olga Hunger
Tel. +49 69 24788-271 • O.Hunger@DLG.org



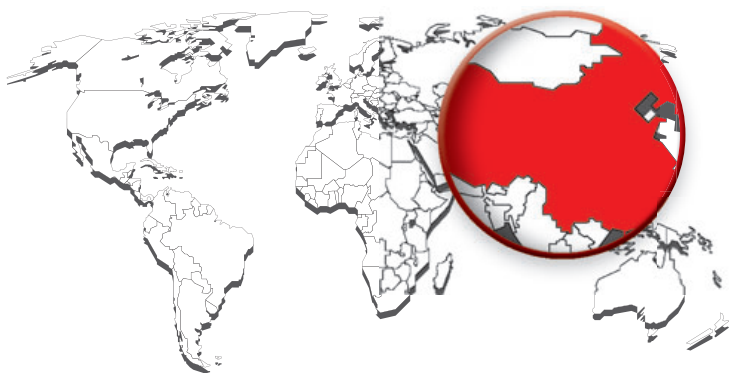
Venue: Convention Center, rooms 3A/3B
Conference language: English/Russian
Host: Dr. Olga Hunger, DLG e.V.,
Head of Cooperation with CIS

Time	Topic	Speakers
10:00 h	Welcome	Officials from the Ministries of Agriculture of Germany, Kazakhstan and Russia
10:30 h	MARKET IN FIGURES Challenges in agricultural machinery markets in Russia and Kazakhstan	Dr. Hermann Garbers, VDMA Landtechnik
10:50 h	MARKET ACCESS Access to agricultural machinery markets in Kazakhstan and Russia: Opportunities and risks	Martin Kramer, Board Member & Export Sales Manager, HORSCH Maschinen GmbH, Management
11:10 h	MARKET DEMAND Demands made of agricultural machinery reports from the field	Farming enterprise, Russian Federation or Kazakhstan
11:30 h	Closing remarks	Dirk Stratmann, AG Agrarwirtschaft OA
11:45 h	Discussion	
12:00 h 13:00 h	GET-TOGETHER with country-specific snacks	

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Organizers: DLG, VDMA Agricultural Machinery, OA

Ag Machinery International – Access to emerging markets: China in focus



China at a glance:

- Population: 1.354 billion
- Arable land: 111.6 million hectares
- Family farm land: 17.6 million hectares in 877,000 family farms
- Average family farm area: > 13 hectares
- Value of domestic ag machinery market: Euro 38 billion
- Imports of ag machinery/tractors 2011: Euro 635 million
- Exports of ag machinery/tractors 2011: Euro 2195 million

Sources: National statistics of China, VDMA Agricultural Machinery

More facts & figures on China at the conference.



Contact:

Ulrike Schmidt-Machinek
Tel.: +49 69 24788-268 • U.Schmidt-Machinek@DLG.org



Venue: Convention Center, rooms 13/14
Conference language: English/Chinese
Host: Dr. Franz-Georg von Busse, Chairman of Agribusiness Alliance at OAV

Time	Topic	Speakers
10:00 h	Welcome	
10:05 h	MARKET IN FIGURES Facts and figures on the Chinese ag machinery market - farm structures, state of mechanization, subsidies, growth perspectives	Li Zhang, DLG AgroTech Service
10:25 h	MARKET ACCESS Best-practice example of an European machinery company: Market access - opportunities & risks, challenges for European companies in China	
10:45 h	MARKET DEMAND Requirements for modern ag equipment: What kind of technology is needed - factors influencing buying decisions	Yu Qian / Shanghai Dairy Group (farm)
11:05 h 11:15 h	Discussion	
12:00 h 13:00 h	GET-TOGETHER with country-specific snacks	

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Organizers: DLG, VDMA Agricultural Machinery, OAV



Ag Machinery International – Access to emerging markets: India in focus



India at a glance:

- Population: 1.2 billion
- Arable land: 158 million hectares
- Number of farms > 10 ha: 1.096 million
- Imports of agricultural machinery: Euro 82 million
- Exports of agricultural machinery: Euro 609 million

Sources: Market Study India 2012 by VDMA Agricultural Machinery, FAO

More facts & figures on India at the conference.

Contact:

Ulrike Schmidt-Machinek
Tel.: +49 69 24788-268 • U.Schmidt-Machinek@DLG.org



Venue: Convention Center, rooms 13/14
Conference language: English
Host: Sumit Sharma,
 VDMA India Services Private Ltd.

Time	Topic	Speakers
11:30 h	Welcome	
11:35 h 11:55 h	MARKET IN FIGURES Facts and figures on the indian ag equipment market – farm structures, state of mechanization, subsidies for ag machinery, growth perspectives	Sumit Sharma, VDMA India, Regional Manager
11:55 h 12:15 h	MARKET ACCESS Best-practice example of a German machinery company: Market access – opportunities & risks, challenges for European companies in India.	Arvind Kumar, Lemken India, Managing Director
12:15 h 12:35 h	MARKET DEMAND Requirements for modern ag equipment: What kind of technology is needed - factors influencing buying decisions - role of government and dealers	Farmer of Punjab
12:35 h	Discussion	
12:45 h 13:30 h	GET-TOGETHER with country-specific snacks	

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Organizers: DLG, VDMA Agricultural Machinery, OAV

Match & Meet –

a new networking opportunity at

AGRITECHNICA 2013

Exhibitors and expert visitors to AGRITECHNICA 2013 will be able to attend the very first „Match & Meet“, an international forum for forging contacts for cooperation and new business opportunities. Use this service in order to identify potential business partners in advance, establish targeted contact with them and meet them in person at the fair.

Your benefits:

- Establishing contacts online to potential business partners
- Effective appointment coordination with new business partners
- Organizing face-to-face meetings at the fair
- Networking before, during and after the fair
- Free service

Register free of charge now and make new business contacts.
For more information please go to: www.agritechnica.converve.com

Organizers



DLG e.V., Frankfurt, Germany



VDMA Agricultural Machinery,
Frankfurt, Germany

Supporting organizations

Ost-Ausschuss der Deutschen Wirtschaft



Agribusiness Alliance at Committee
on Eastern European Economic Relations,
Berlin, Germany



Agribusiness Alliance at OAV –
German Asia-Pacific Business Association,
Hamburg, Germany

All data without guarantee, errors accepted.

www.agritechnica.com