

SIMA ASEAN: A promising first edition!

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With 15 days to go before the opening day, the 1st trade show SIMA ASEAN (17-19 September 2015, IMPACT Exhibition Centre) is going to be the first extensive agricultural event in Southeast Asia. With emphasis on innovation, the exhibition will welcome about 300 companies from all over the world and help the Thai and Asian farmers to improve their production, increase productivity and meet international quality standards.

INTERNATIONAL EXHIBITORS SAY “YES”

More than 50% of the show's exhibitors come from a host of countries around the world, confirming SIMA ASEAN's status as a truly new Rendezvous in the South Asia region. 300 companies have already booked their space, including Spanish, Dutch, Turkish or Italian firms. Well-established agricultural companies from France, supported by the French Agricultural Equipment represented in France by AXEMA, will be also present to provide Asian professionals with strong and efficient solutions to meet their needs: planting and cultivating equipment (Monosem), materials handling, lifting, warehousing and powered access (Manitou), tillage tools for seedbed preparation (Kuhn), disk blades for disk harrows and ploughs and all soil preparation machines (Forges de Niaux), etc.

Florian CROCHET from MONOSEM: « Showing at SIMA ASEAN is a chance for MONOSEM to become acquainted with the markets of South East Asia, as Thailand is the main agricultural gateway for this geographical region. »

INNOVATION FIRST! FROM PARIS TO BANGKOK

Born in Paris for the last edition of SIMA-SIMAGENA in February 2015, the Innovation First area moves to Thailand for the first SIMA ASEAN. Veritable laboratory of ideas, Innovation First spirit will be expressed in the exhibition through:

- The Innovation Gallery, showcase of the 2015 SIMA Innovation Awards
- Events, with International Forums, Conferences and Seminars
- Contests, with “Innovation and Technology in Agriculture for a Better Tomorrow” Competition and the Essay Project under the concept “Young Farmer Entrepreneurs in AEC Market” Competition

THAI MINISTRY OF AGRICULTURE JOINS SIMA ASEAN AS A CO-ORGANIZER

“The Ministry is confident that being a co-organizer of SIMA ASEAN Thailand 2015 will help improve the production capacity of Thai agricultural industry, increase productivity and meet international quality standards and compete in the global market.” said Mr. Suwit Chaikiattiyos, Inspector General of the Ministry of Agriculture and Cooperatives. The Ministry of Agriculture and Cooperatives of Thailand has set SIMA ASEAN as a stage that will prepare Thai manufacturers and farmers for the upcoming AEC (ASEAN Economic Community). It is grateful for the opportunities presented at the exhibition which will educate them on new farming practices and help to improve their traditional methods.

Source: Comexposium