

# SIMA

THE SOUTHEAST ASIAN AGRI-BUSINESS SHOW

## ASEAN

17 > 19  
September  
2015

Hall 1-2  
IMPACT  
EXHIBITION CENTER  
BANGKOK, THAILAND

# POST SHOW REPORT



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# SIMA ASEAN THAILAND 2015



Through the joint efforts of both private and government sectors, SIMA ASEAN Thailand 2015 was successfully completed on a higher level. The exhibition was held from 17-19 September 2015 at Hall 1-2 of IMPACT Exhibition & Convention Center, Bangkok, Thailand

This is the first year of SIMA ASEAN Thailand 2015 which provided a comprehensive range of innovative agricultural technologies and equipment such as inputs, traction, soil working equipment, plant treatment, harvesting, irrigation, storage, breeding equipment and spare parts.

On a greater space of 10,000 sq.m., SIMA ASEAN Thailand 2015 showcased over 300 brands and companies from around the world and gave participants the opportunity to experience the newest products from leading international companies. The three-day event, over 13,200 visitors from 56 countries such as Thailand, South Korea, Japan, China, India, Singapore, Vietnam, Malaysia, Philippines, Cambodia, Myanmar, Indonesia, Taiwan, Italy, France, Spain, United States of America, United Kingdom and many more attends the exhibition.

It served as a key meeting place and platform for local and international entrepreneurs and investors to keep up to date with the latest agricultural information, trends and technological advances. Furthermore, the informative seminars and conferences with expert speakers provided great insight into a variety of key industry topics.

SIMA ASEAN Thailand 2015 proved to be a perfect platform for Agricultural manufacturers & distributors to exhibit and showcase their latest products & technology, launch new products, expand business opportunities, gain insight into new innovations and network with industry peers



# Leading Companies

The splendid event succeeded in bringing together industry supporter and competitive well-known companies from a wide range of innovative agricultural technologies and equipment such as inputs, tractions, soil working equipment, plant treatment, harvesting, irrigation, storage, breeding equipment and spare parts. Below are some of leading brands within the industry that participated in the show:

- SIAM Kubota Corporation Co., Ltd.
- Supertech Bio-Organic Marketing (Thailand) Co., Ltd.
- Sakpattanakarnkaset Co., Ltd.
- Kij Seree Inter Trading Co., Ltd.
- Kuhn Group
- Forges de Niaux
- Belarus Mekong LLC
- Fujii Corporation
- KCTECH
- Tech Auto Pvt. Ltd.
- John Deere (Thailand) Limited
- Chockchai Agricultural Machinery Co., Ltd.
- Yamabiko Corporation
- Jiangsu Tongyang Machinery Co., Ltd.
- Fimaks Makina a.s.
- Beri Udyog Pvt. Ltd.
- Chawakit ruam yang co., ltd.
- Tech Auto Pvt. Ltd.
- Monosem
- Ultimus Co., Ltd. and many more.



## Emerging Technologies

More than 300 brands from over 23 countries such as Belarus, Bulgaria, Cambodia, China, France, Hong Kong, India, Indonesia, Italy, Japan, Malaysia, Myanmar, Netherlands, Philippines, Singapore, Spain, South Korea, Taiwan, Thailand, Turkey, United Kingdom, United States Of America, Vietnam etc. exhibited and showcased new agricultural innovations & technology with an interesting product highlights. Each company showcased its strength in areas of manufacturing, assembling and end products. The show covered a comprehensive range of products to meet all the needs of farm operations and food-processing professionals.



## Distinguished Delegates

SIMA ASEAN Thailand 2015 garnered firm support from various Government Sectors and related Association such as The Federation of Thai Industries (FTI), Thai Machinery Association (TMA), Ministry of Industry, Thailand Convention and Exhibition Bureau (TCEB), Thai Rice Mills Association, Agricultural Mass Media Association of Thailand and many more.



The expo also held concurrently with many intensive seminars, workshops, conferences and technology presentations. Such as Symposium on Market Access for Small Farmers through Direct Marketing Forum by Agricultural and Food Marketing for Asia and Pacific (AFMA), Innovation in Agricultural Equipment for ASEAN Countries to Get Better Productivity by AXEMA, Process of Milk Powder and Milk Tablet by Thai Machinery Association (TMA) and many more.



## Country Visitor Delegations

Countless visitors from all over the world have taken part of the show. There were more than 56 countries such as **Afghanistan, Australia, Bahrain, Bangladesh, Bolivia, Cambodia, Canada, China, Czech Republic, Dominica, Egypt, Ethiopia, Finland, France, Germany, Hong Kong, Hungary, India, Indonesia, Iran, Israel, Italy, Japan, Kenya, Lao P.D.R., Malaysia, Morocco, Myanmar, Nepal, Netherlands, Pakistan, Philippines, Poland, Republic of South Africa, Romania, Russia, Saudi Arabia, Scotland, Sierra Leone, Singapore, Slovak, South Korea, Spain, Sri Lanka, Sudan, Switzerland, Syria, Taiwan, Tajikistan, Tanzania, Thailand, Turkey, United Arab Emirates, United Kingdom, United States of America, Vietnam and other countries** surrounding the region comprising of top industry leaders that were looking for opportunities for joint ventures & meeting new suppliers and purchasing agricultural products for their business.



# Inauguration

**SIMA ASEAN Thailand 2015** was officially open 17th September 2015 at Hall 1-2 of IMPACT Exhibition & Convention Center, Bangkok, through the joint efforts of both government and private sectors.



Mr. Wimol Jantarothai, Acting Permanent Secretary of the Ministry of Agriculture and Cooperatives, the honorary guest, presided over the opening ceremony to get the exhibition underway.

“Despite our long history as a leading agricultural exporter, Thailand has begun to lag behind several of our neighbors in competitiveness. While maintaining traditional markets, such as Europe, Thailand’s most important export market has now become Asia. That is why events such as SIMA ASEAN Thailand are essential to the growth and development of our agricultural industry, as well as the growth of agriculture throughout the region. It provides a wonderful opportunity for industry professionals and researchers, from many different companies and organizations, to gather and share ideas, conduct business, and learn of the latest developments in their fields.”



Ms. Pornphan Bulner, Director, IMPACT Exhibition Organizer, IMPACT Exhibition Management Co., Ltd. said “SIMA ASEAN Thailand 2015 will be loaded with innovative agricultural equipment and the best farming practices. We are bringing the uniqueness and diversity of the agriculture industry to one stage for Thailand and ASEAN’s agri-business professionals to discover new ways of increasing productivity and gaining competitive advantages in today’s increasingly global market. SIMA ASEAN Thailand will be a stepping-stone for the ASEAN and International Business enterprises to get the privilege advantages.”



Mrs. Valérie Lobry-Granger, Managing Director of the Agriculture & Food division, COMEXPOSIUM, stated that “SIMA is one of the top leading world events for agriculture. Building on its success, SIMA is asserting more than ever before its vocation as an international trade show for all technology and solutions contributing to high-performance and sustainable agriculture. We chose Thailand, not only because of the location in the heart of ASEAN but also because of the high quality level of Thai agriculture, and the very high exporting rank in food products. Thailand agriculture is already an example for the rest of the world, and definitely deserves the best innovative agro equipments to speed mechanization of the sector. Together with all of you, COMEXPOSIUM and IMPACT, will have a chance to grow the best agricultural event for the region.”

## Key Dignitaries Present at the Inauguration of the Exhibition

1. Mr. Wimol Jantarothai, Acting Permanent Secretary of the Ministry of Agriculture and Cooperatives
2. Mr. Alain SAVARY, General Manager, AXEMA
3. Mr. Sylvain Fourriere, First Counselor of the French Ambassador to Thailand, The Embassy of France
4. Mr. Nopparat Maythaveekulchai, President, Thailand Convention and Exhibition Bureau (TCEB)
5. Mr. Hiroshi Kawakami, President, SIAM KUBOTA Corporation Co., Ltd.
6. Mr. Michael L. Gause, Director of Sales and Marketing, John Deere Asia





## Government, Key Association & Press Visit



## Local & International Roadshow

France South Korea China Japan Vietnam Cambodia Myanmar Laos Philippines  
 KhonKaen Nakorn Ratchasima UdonThani Suphanburi Nakorn Pathom Chonburi



## Industry Forum & Press Conference



## AD Network & Social Media



## Direct Mailing



## Outdoor Media



# Show Partners

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Media Partners:





# Exhibitors: Statistics & Analysis



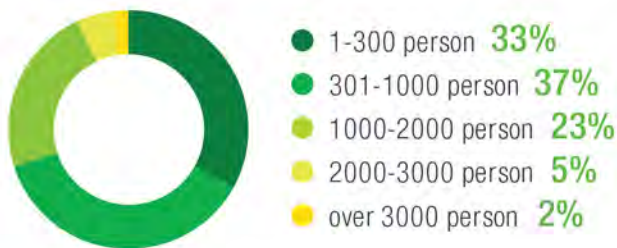
## Overall Exhibitors Classified by Country



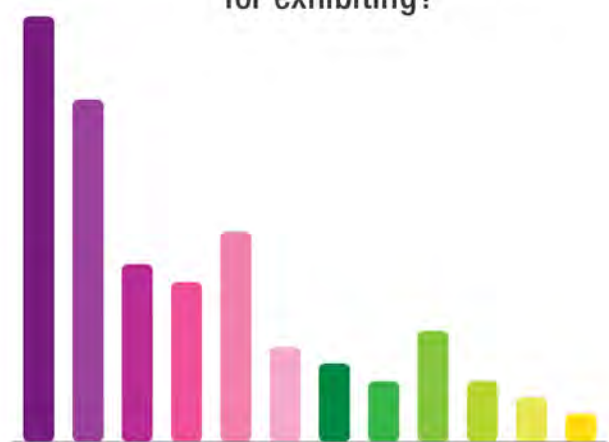
## How satisfied were you with SIMA ASEAN Thailand 2015?



## How many visitors visited your stand?



## What were your primary reasons for exhibiting?



## Is this show a valuable tool in reaching your customers?



## How do you rate the quality of the visitors at your stand?



- Generate Sales Lead 25%
- Launch & Introduce New Products 20%
- Promote Corporate Image & Build Awareness 10%
- Retain Customers & Penetrate Current Accounts 9%
- Enter a New Market & Identify New Customers 12%
- Engage High Quality Customers 5%
- Recruit Channel Partners & Sales Agents 4%
- Eduate Customers about Products & Services 3%
- Conduct Market Research & Surveys 6%
- Networking 3%
- Support Suppliers 2%
- Others 1%

# Show Highlights

## Exhibitor Participation

A stunning number of 150 exhibitors over 300 brands participated in the show which 65 Thai companies and 85 overseas companies showcased their products and innovation at SIMA ASEAN Thailand 2015 and received an overwhelming response from the visitors. The event attracted vast participation from well-known and competitive international companies from Belarus, Bulgaria, Cambodia, China, France, Hong Kong, India, Indonesia, Italy, Japan, Malaysia, Myanmar, Netherlands, Philippines, Singapore, Spain, South Korea, Taiwan, Thailand, Turkey, United Kingdom, United States of America, Vietnam and more.

## Special Booth from Government Sectors and Associations

The show served as an important medium to interact with government sectors and associations. Special booths including Department of Agricultural Extension, Department of Agriculture, Rice Department, Department of Livestock Development, Department of Fisheries, The Queen Sirikit Department of Sericulture, Thai Machinery Association, Agricultural and Food Marketing Association for Asia and the Pacific (AFMA), Thai Society of Agricultural Engineering (TSAE), Thai Livestock Equipment Association (TLEA) and many more.



## International Pavilions

Special pavilions were created for the exhibiting companies from China and Taiwan which attracted many visitors to discover latest technology and innovation from various leading brands.

### China Pavilion

Changzhou Han-sun Machinery Co., Ltd. • Changzhou Dongfeng Agricultural Machinery Group Co., Ltd. • Chinadrip Irrigation Equipment (Xiamen) Co., Ltd. • Chongqing TT International Co., Ltd. • Chongqing Cameo Gasoline Engine Co., Ltd. • Chongqing Dealing.C Electromechanical Limited • Danyang Tianda International Business Co., Ltd. • Foshan Ike Science & Technology Co., Ltd. • Hangzhou Taihong Rubber Track Co., Ltd. • Hebei Runnong Water-saving Technology Co., Ltd. • Hebei Xingzhou Tractor Manufacturing Co., Ltd. • Jiangsu Tianyu Agricultural Machinery Sales Co., Ltd. • Jiangsu Tongyang Machinery Co., Ltd. • Jiangsu Wallong-hsin Import & Export Co., Ltd. • Jiangsu World Agricultural Machinery Co., Ltd. • Jinhua Sanren Science & Technology Co., Ltd. • Liying Machinery Co., Ltd. • Nantong Zhuoyue Accurate Fittings Co., Ltd. • Ningbo Greenly Machinery Co., Ltd. • Qingdao Ablson Machinery Co., Ltd. • Seastar International Enterprise Limited • Shandong Sishui Haiyun Food Processing Machine Co., Ltd. • Shaoxing Hongrun Fire Fighting Co., Ltd. • Shenzhen Solartech Renewable Energy Co., Ltd. • Shouguang Jin Deere Machinery Co., Ltd. • Taizhou Bobang Machinery Technology Co., Ltd. • Taizhou Jiaojiang Lvfang Shade Net Factory • Taizhou Kaide Machinery Co., Ltd. • Taizhou Luqiao Lamsin Import Export Co., Ltd. • Tangshan Zhifu Plastic Machinery Co., Ltd. • Xiamen Will Plastic Co., Ltd. • Xingtai First Tractor Manufacturing Co., Ltd. • Yancheng Foreign Machinery Parts Co., Ltd. • Yancheng Skar Auto Parts Co., Ltd. • Zhejiang Changheng Machinery Co., Ltd. • Zhejiang Changxing Xilin Chain And Sprocket Co., Ltd. • Zhejiang Dayuan Pump Industry Co., Ltd. • Zhejiang Jonathan Garden Tool Company • Zhejiang Shenlong Chain Transmission Co., Ltd. • Zhejiang Yuanchuang Rubber Track Co., Ltd. • Zhenjiang Yijiang Chemical Co., Ltd.

### Taiwan Pavilion

Coram Asia Co., Ltd. • Da Yeh Garden Tools Co., Ltd. • Dayu Irrigation Group • Infotrade Media Co., Ltd. • Suncue Co., Ltd. • Taiwan Agricultural Machinery Manufacture's Association • Yager Gear Enterprise Co., Ltd.

## Innovation Zone

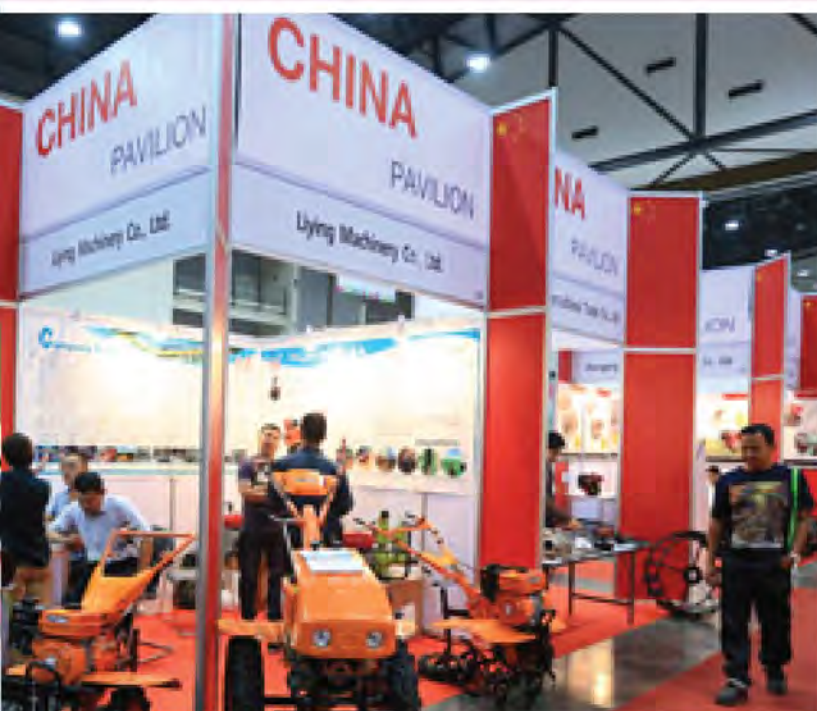
Showcase award-winning technologies from SIMA Paris held in France. The area will give pride of place of the latest technologies, materials and techniques in agricultural sector.

## Technology Presentation

Discover the latest innovations presented by our exhibitors at the show. They will introduce their range of products adapted to the ASEAN market and explain how to choose the right equipment to increase your productivity. This provided free learning and upgrading of product knowledge delivered by renowned brands and companies.

## Business Matching

Serve as a B2B platform and international marketplace for manufacturers and suppliers to connect with targeted key decision makers from the industry.



# Products on Display



## **SIAM KUBOTA CORPORATION CO., LTD.**

Siam Kubota has developed a diverse range of agricultural products to accommodate all application needs of Thai farmers. The product line-up spans Tractor, Implements, Combine Harvesters, Rice Transplanters, Excavators, Power Tillers, Diesel Engines, as well as other agricultural and Spare Parts. This year SIAM Kubota launched new product 'L5018 Tractor.'



## **JOHN DEERE (THAILAND) LTD.**

John Deere (Thailand) Limited is a wholly-owned subsidiary of Deere & Company, a world leader in providing advanced products and services for agriculture, forestry, construction, lawn and turf care, and landscaping with more than 178 years of experience. Introducing new product 'John Deere 3036E.'



## **SUPERTECH BIO-ORGANIC MARKETING (THAILAND) CO., LTD.**

Fertilizer Company under "Lok Mung Korn Group" is a manufacturer and distributor of high quality organic products. Running business for over 20 years, this year launching new product called 'Kai Siam Premium' for rubber plant and oil palm.



## **SAKPATTANAKARNKASET CO., LTD.**

Sakpattanakarnkaset has started producing agriculture machines since 1985. At present we produce combine Harvester, power cultivator and spare parts for these machines. Sakpattana 's products are checked for high quality standards. Sakpattana's combine harvester & power cultivator operate in the farms efficiently.



## **CHOCKCHAI AGRICULTURAL MACHINERY CO., LTD.**

Chockchai Agricultural Machinery (CAM) provides rotary cultivator for agricultural machinery with changeable speed gearbox.



## **YAMABIKO CORPORATION (ECHO)**

For more than 35 years, ECHO has been a worldwide leader in the development and manufacturer of professional grade outdoor power equipment. Producing hand-held landscaping equipment for both the commercial and residential homeowner markets, ECHO prides itself on setting the industry standard for its dedication to new technology, quality products and its strong distribution infrastructure.

## CHAVAKIT RUAM YANG CO., LTD.

BKT is one of the world's leading tires manufacturers which has the widest range in Agricultural, Construction, Industrial, Earthmover in both cross ply & radial construction.

## BERI UDYOG PVT. LTD.

Beri Udyog is globally renowned manufacturer of tractor down soil preparation agricultural implements. The brand name "FIELDKING" is a distinguished name in global market. It's most popular products include disc plough, disc harrow, disc ridger, tipping & non-tipping trailers, cultivators, M.B. plough, rotary tiller, sub-soilers and many more.

## MANITOU GROUP

MANITOU's innovative handling solutions in the CONSTRUCTION, AGRICULTURAL and INDUSTRIAL markets... from Compact to Rotating models, MANITOU provides a wide variety of unique handling solutions for all your Loading and Placing applications.

## KUHN GROUP

The Kuhn Group offers a wide choice of specialized agricultural machinery to meet customers' specific needs. Kuhn produces innovative, high quality and high value equipment that will provide returns for customers' operations regardless of geographic location. Kuhn is renowned worldwide for hay tools, which includes a total system of Mowers, Mower Conditioners, Tedders, Rakes and Mergers.

## FORGES DE NIAUX

Forges de Niaux is one of the world's leading companies for manufacturing disk blades for disk harrows and ploughs and all soil preparation machines. Our products combine resistance, flexibility and durability by using boron steel and special heat treatment processes.

## ULTIMUS CO., LTD.

Introducing the Italian made Multione Compact Mini-loader. Multione range includes different models, conceived for professional uses from construction to agriculture and for DIY activities at every level.

## JIANGSU TONGYANG MACHINERY CO., LTD.

TYM rice transplanter global export ranked no.1 in 2014. TYM wins the support from farmers all over the world with its excellent quality, perfect after sale service guarantee. It makes planting easy and greatly saves the global farmers physical labor through its high efficiency.



# Exhibitor Testimonial

KUBOTA products have supported the Thai markets for more than 40 years. We are ready to provide specialized solutions for the local market and have a dedicated team that's working in tandem with the needs of the ASEAN region. SIMA ASEAN Thailand 2015 is a very good platform to showcase and launch our latest product. This is a professional trade exhibition.



*Ratchakrit Sanguancheewin*  
Direct Sales Department Manager  
SIAM KUBOTA Corporation Co., Ltd.



SIMA ASEAN is the perfect international agricultural exhibition in ASEAN regions. We can launch & introducing new products and we got the overwhelming feedback and met our end users. We are pleased to be a part of the show.



*Sumit Raut*  
Marketing Manager, Asia  
John Deere Asia (Singapore) Pte. Ltd.



Manitou Group is delighted to have taken part in this first edition of SIMA ASEAN in Bangkok, which produced some promising results. SIMA ASEAN deserves to become more well-known beyond the Thai borders to allow Asian farmers to discover the resources to help them increase their productivity.



*Antoine Chazelle*  
VP Sales APAC (Asie Pacifique)  
Manitou



"As the leading manufacturer and distributor of Thai agricultural machinery, we are proud to join the first edition of SIMA ASEAN Thailand and the result exceeded our expectations. SIMA ASEAN Thailand 2015 has opened up lots of opportunities and new ventures for us. The overall organization is great, we met our key potential buyers and we also achieved our target. We had a successful exhibition this year and we hope to be part of SIMA ASEAN Thailand 2016. We are sure to attend this exhibition again."



*Nakhorn Nakhajinda*  
Sales Supervisor  
Sakpattanakarnkaset Co., Ltd.



"We believe that SIMA ASEAN Thailand was a good international business platform for us to penetrate into agricultural Thai and ASEAN market. Even this is the first time for SIMA in ASEAN but we think this event is successful."



*Laurent Pineda*  
General Manager – CEO  
Forges De Niaux

"The overview of the show was very good. There were many countries and brands over the world represented at this show. We had a good chance to meet and network with people in agricultural industry. Overall organizing is great, everything is perfect. We have achieved our target."



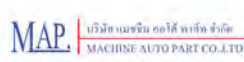
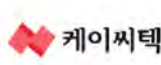
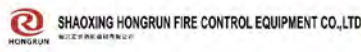
*Rainman Yao*  
Overseas Sales Manager  
Jiangsu Tonyang Machinery Co., Ltd.

# List of Exhibitor 2015

- AGRI PLUS
- AGRICULTURAL AND FOOD MARKETING ASSOCIATION FOR ASIA AND THE PACIFIC (AFMA)
- AGRICULTURAL MACHINERY MANUFACTURES INDUSTRY CLUB, THE FEDERATION OF THAI INDUSTRIES
- ALL CERTIFIED EQUIPMENT TRADING CORPORATION
- AMD TECHNOLOGY THAILAND CO., LTD.
- ANGLIO THAI COMPANY LIMITED
- ASEAN INDUSTRIAL
- ASIA PALM OIL
- ASIAN MARUYAMA (THAILAND) CO., LTD.
- AWETA G P BV
- AXEMA PROMOTION ET SERVICES
- BADESTNOST JSCO
- BELARUS MEKONG LLC
- BEST TECHNOLOGY INNOVATION COMPANY LIMITED
- BUKWANGSA
- BUSINESS FRANCE
- CAMSTECH CO., LTD.
- CHANGZHOU DONGFENG AGRICULTURAL MACHINERY GROUP CO., LTD.
- CHANGZHOU HAN-SUN MACHINERY CO., LTD.
- CHAWAKIT RUAM YANG CO., LTD.
- CHINADRIIP IRRIGATION EQUIPMENT (XIAMEN) CO., LTD.
- CHOCKCHAI AGRICULTURAL MACHINERY
- CHONGQING CAMEO GASOLINE ENGINE CO., LTD
- CHONGQING DEALING.C ELECTRO MECHANICAL LIMITED
- CHONGQING TT INTERNATIONAL CO., LTD.
- CONSERVATION AND DEVELOPMENT OF COCONUT OIL OF THAILAND FORUM
- CORAM ASIA CO., LTD.
- CROSS ROADS
- DA YEH GARDEN TOOLS CO., LTD.
- DANYANG TIANDA INTERNATIONAL BUSINESS CO., LTD.
- DASMESH MECHANICAL WORKS
- DAYU IRRIGATION GROUP
- DEPARTMENT OF AGRICULTURAL EXTENSION, MINISTRY OF AGRICULTURE AND COOPERATIVES
- DEPARTMENT OF AGRICULTURE, MINISTRY OF AGRICULTURE AND COOPERATIVES
- DEPARTMENT OF FISHERIES, MINISTRY OF AGRICULTURE AND COOPERATIVES
- DEPARTMENT OF LIVESTOCK DEVELOPMENT, MINISTRY OF AGRICULTURE AND COOPERATIVES
- DONGSUH CONTROL CO., LTD.
- EUREKA AGRO MACHINERY CO., LTD.
- EURO BEST TECHNOLOGY CO., LTD.
- FAR EASTERN AGRICULTURE
- FARMTRAC MALAYSIA SDN BHD
- FIELDKING, BERI UDYOG PVT. LTD.
- FIMAKS MAKINA A.S.
- FORGES DE NIAUX
- FOSHAN IKE SCIENCE & TECHNOLOGY CO., LTD.
- FUJII CORPORATION
- GLOBAL ELETRIC MOTORCARS ASIA CO., LTD.
- GNA DURAPARTS LTD.
- GREENWORLD
- GREGOIRE BESSON
- HAN SUNG
- HANGZHOU TAIHONG RUBBER TRACK CO., LTD.
- HEBEI RUNNONG WATER-SAVING TECHNOLOGY CO., LTD.
- HEBEI XINGZHOU TRACTOR MANUFACTURING CORP., LTD.
- HORTICULTURAL SCIENCE SOCIETY OF THAILAND
- HORTICULTURE RESEARCH INSTITUTE
- HWA KONG TRDG CO (PTE) LTD.
- INTERNATIONAL FARMING EQUIPMENT LTD.
- IRIS SPREADERS, CO.
- JIANGSU TIANYU AGRICULTURAL MACHINERY SALES CO., LTD.
- JIANGSU TONGYANG MACHINERY CO., LTD.
- JIANGSU WALLONG-HSIN IMPORT & EXPORT CORPORATION LTD.
- JIANGSU WORLD AGRICULTURAL MACHINERY CO., LTD.
- JIN HUNG MACHINERY CO., LTD.
- JINHUA SANREN SCIENCE & TECHNOLOGY CO., LTD.
- JINMING GROUP (THAILAND) CO., LTD.
- JOHN DEERE (THAILAND) LIMITED
- JUN FENG ENTERPRISE CO., LTD.
- KASET FOCUS
- KASET VARIETY
- KATIC
- KCTECH
- KEHA KASET
- KIJ SEREE INTER TRADING CO., LTD.
- KOREA AGRO MACHINERY NEWS
- KUHN GROUP
- LA MAGDALENA
- LECTURA PUBLISHING HOUSE
- LYING MACHINERY CO., LTD.
- MACHINE AUTO PART CO., LTD.
- MAI LONG MAI ROO
- MANITOU GROUP
- MECAPARTS INTERNATIONAL
- MEKONG MACHINERY COMPANY LTD.
- MITARUN INDUSTRIES CO., LTD.
- MONOSEM
- MONTEVERDY CO., LTD.
- MOREL EKSPORT
- NANTONG ZHUOYUE ACCURATE FITTINGS CO., LTD.
- NEW SWAN MULTITECH LIMITED
- NINGBO GREENLY MACHINERY CO., LTD.
- NTN BEARING CO., LTD.
- O.F.A.S. SPA
- OTR WHEEL (THAILAND) CO., LTD.
- OXFORD BUSINESS GROUP
- PT PLASINDO BHAMA PRASASTA
- QINGDAO ABLSON MACHINERY CO., LTD.
- RAK KASET
- RATCHABURI ORCHID ASSOCIATION
- RICE DEPARTMENT, MINISTRY OF AGRICULTURE AND COOPERATIVES
- S.T.I. INTERNATIONAL CO., LTD.
- SAKPATTANAKARNKASET CO., LTD.
- SEASTAR INTERNATIONAL ENTERPRISE LIMITED
- SHANDONG SISHUI HAIYUN FOOD PROCESSING MACHINE CO., LTD.
- SHAOXING HONGRUN FIRE FIGHTING CO., LTD.
- SHENZHEN SOLARTECH RENEWABLE ENERGY CO., LTD.
- SHOUQUANG JIN DEERE MACHINERY CO., LTD.
- SIAM GOLDEN GRAIN CO., LTD.
- SIAM KUBOTA CORPORATION CO., LTD.
- SIMA PARIS
- SIMA-SIPSA ALGERIA
- SITEVI – SITEVINITECH
- SME PLUS
- SUGAR ASIA MAGAZINE
- SUNCUE COMPANY LTD.
- SUPERTECH BIO-ORGANIC MARKETING (THAILAND) CO., LTD.
- TAIWAN AGRICULTURAL MACHINERY MANUFACTURE'S ASSOCIATION
- TAIZHOU BOBANG MACHINERY TECHNOLOGY CO., LTD.
- TAIZHOU JIAOJIANG LVFENG SHADE NET FACTORY
- TAIZHOU KAIDE MACHINERY CO., LTD.
- TAIZHOU LUQIAO LAMSIN IMPORT EXPORT CO., LTD.
- TANGSHAN ZHIFU PLASTIC MACHINERY CO., LTD.
- TECH AUTO PVT. LTD.
- THAI BRAHMAN BREEDERS ASSOCIATION
- THAI DYNAMICS MASTER CO., LTD.
- THAI LIVESTOCK EQUIPMENT ASSOCIATION : TLEA
- THAI MACHINERY ASSOCIATION
- THAI SOCIETY OF AGRICULTURAL ENGINEERING (TSAE)
- THE 12TH ASIA PACIFIC ORCHID CONFERENCE
- THE QUEEN SIRIKIT DEPARTMENT OF SERICULTURE
- THONGCHAI EQUIPMENT CO., LTD.
- TIT2015
- ULTIMUS CO., LTD.
- UNI MACHINE CO., LTD.
- VAVA PACK CO., LTD.
- WACAN GLOBAL CO., LTD.
- WEEKEND FARMER
- XIAMEN WILL PLASTIC CO., LTD.
- XINGTAI FIRST TRACTOR MANUFACTURING CO., LTD.
- YAGER GEAR ENTERPRISE CO., LTD.
- YAMABIKO
- YANCHENG FOREIGN MACHINERY PARTS CO., LTD.
- YANCHENG SKAR AUTO PARTS CO., LTD.
- ZHEJIANG CHANGHENG MACHINERY CO., LTD.
- ZHEJIANG CHANGXING XILIN CHAIN AND SPROCKET CO., LTD.
- ZHEJIANG DAYUAN PUMP INDUSTRY CO., LTD.
- ZHEJIANG JONATHAN GARDEN TOOL COMPANY
- ZHEJIANG SHENLONG CHAIN TRANSMISSION CO., LTD.
- ZHEJIANG YUANCHUANG RUBBER TRACK CO., LTD.
- ZHENJIANG YIJIANG CHEMICAL CO., LTD.

# Some of Big Brands in the 2015 Edition

Kubota JOHN DEERE





# Visitors: Statistics & Analysis

The expo attracted more than 13,200 trade visitors from over 56 countries such as from Afghanistan, Australia, Bahrain, Bangladesh, Bolivia, Cambodia, Canada, China, Czech Republic, Dominica, Egypt, Ethiopia, Finland, France, Germany, Hong Kong, Hungary, India, Indonesia, Iran, Israel, Italy, Japan, Kenya, Lao P.D.R., Malaysia, Morocco, Myanmar, Nepal, Netherlands, Pakistan, Philippines, Poland, Republic of South Africa, Romania, Russia, Saudi Arabia, Scotland, Sierra Leone, Singapore, Slovak, South Korea, Spain, Sri Lanka, Sudan, Switzerland, Syria, Taiwan, Tajikistan, Tanzania, Thailand, Turkey, United Arab Emirates, United Kingdom, United States of America and Vietnam.

## Overall Visitors Classified by Country



## Overall Visitors Classified by Position



## Overall Visitors Classified by Main Business



## Overall Visitors Classified by Purchasing / Sourcing Budget



## Overall Visitors Classified by Products or Services Interest



# Seminars & Conferences

Inspiring local & international seminars & conferences relating to the pre- to post-harvest, including market trends, growth sectors, challenges and opportunities in global agricultural marketing. Organized during the 3-day-show with worldwide experts, manufacturers and partners.

## Thursday 17th September 2015

Venus 1	9:00 - 17:00	Symposium on Market Access for Small Farmers through Direct Marketing by Agricultural and Food Marketing for Asia and Pacific (AFMA)
Venus 2	9:00 - 13:00	Future Technology in Rice Production by Agricultural Mass Media Association
Venus 2	14:00 - 17:00	Investment Situation in Thai Rice Miller Business by Thai Rice Miller Association
Venus 3	13:00 - 17:00	"Date-Palm" Billionaire Economic Crop / Meet the Professional Farmer "Sukan Sangwanna" by Kehakaset

## Friday 18th September 2015

Venus 1	9:00 - 14:00	Symposium on Market Access for Small Farmers through Direct Marketing by Agricultural and Food Marketing for Asia and Pacific (AFMA)
Venus 1	14:30 - 17:00	- BestGeo-Connect to the Farm by Using GPS/GIS Technology. For Sugarcane Industry, Tapioca, Rice and Coffee - GPS for land area measurement by Dr. La-or
Venus 2	8:30 - 13:00	Agricultural Product Value Added by Spray Dryer and Falling Film Evaporator Technology by Mr. Nat Triamchaisri
Venus 2	13:00 - 17:00	Process of Milk Powder and Milk Tablet by Mr. Wynn Vajarodaya (TMA)
Venus 3	9:00 - 13:00	The Innovative Cassava Production for High Productivity by Agricultural Mass Media Association
Venus 3	13:00 - 17:00	Innovation in Agricultural Equipment for ASEAN Countries to Get Better Productivity by AXEMA



## Saturday 19th September 2015

Venus 1	10:00 - 11:00	Networking Premium Rice Manufacturer Communiting by Mr.Nitat Chareonthammaraksa (Rice Seed Complier and Supplier Association)
Venus 1	11:00 - 12:00	Strengthen Thai Farmer's Organization towards AEC by Mr.Suthep Khongmak (Thai Farmer Association)
Venus 1	13.00 – 14.00	Irrigation System Technology for Agriculture; Get Ready for AEC by The Agricultural Research Development Agency (Public Organization)
Venus 2	10:00 - 12:00	From Weekend Farmer to Enterprenuer Farmer by Weekend Farmer (Supachai Pitiwut)
Venus 2	13:00 - 15:00	From Weekend Farmer to Enterprenuer Farmer by Weekend Farmer (Supachai Pitiwut)
Venus 3	9:00 - 12:00	The Direction of Thailand Sugarcane Industry by Agricultural Mass Media Association
Venus 3	13:30 - 16:00	- BestGeo-Connect to the Farm by Using GPS/GIS Technology. For Sugarcane Industry, Tapioca, Rice and Coffee - GPS for land area measurement by Dr. La-or



## SIMA ASEAN Thailand 2015 Young Farmers Entrepreneurship Contest Project

### The Essay Project under concept 'Young Farmer Entrepreneurs in AEC Market Competition.'

The objective of this contest is to promote and develop Thailand agricultural machinery sector. By aiming a focus on farmers' perspective on agriculture and searching for an alternative direction to gain more productivity such as replace human labor with creative innovation. Future more, reform the Thais' view on farmers by emphasize in the importance of farmer to the country, like in Europe and Japan. Lastly, the contest gives precedence to new generation farmers and agriculture innovation that will fulfill the country needs.



First Prize: Sub.Lt. Suthiya Pun-iad  
Second Prize: Jade Tantivanichanon  
Third Prize: Saranyachakri Roekrit



# Visitors Testimonials



I visit SIMA Paris many times and this is the first time for SIMA ASEAN. This event is very useful for our business. We have opportunities to discover new innovation of agricultural machinery and equipment and connect with new business partners. I will definitely visit the show next year.

*Baldev Amar*  
Director – International Business  
AMAR Agricultural Machinery Group, India



This is a very useful platform for people in agricultural business. I found many products from many profiles from pre to post harvest. I saw a lot of trade visitors during 3-day-show too. Well done SIMA ASEAN Thailand!

*Dan Martin*  
Technical Consultant  
XP Trading Lao-Chine Company Limited, Laos



This is my first time to visit SIMA ASEAN and what I have seen here has exceeded my expectations! There are many brands and products from many countries. I was inspired by talks from industry experts to get new ideas to develop my business.

*U Aik Sai*  
Managing Director  
Yadanar Thingi Co., Ltd. / TPT Yee Shinn Co., Ltd., Myanmar



Thailand is very good market for agricultural industry. It was great to meet up with so many experts, access the latest market trends and see the new product launching at SIMA ASEAN Thailand 2015.

*Pawel Dworakowski*  
Business Development Manager  
PRONAR Wheels, Poland



"We can see many products from top brands. The seminars are totally relevant to us with excellent topics from industry experts and associations. The exhibition was very good."

*Sutep Kuntong*  
Saraburi Farmer Council, Thailand

# About the Organizers



**IMPACT Exhibition and Convention Center** is a world class venue with state of the art facilities that offer the ultimate choice for your business success on over 140,000 square meters of exhibition, conference and event floor space. Our vision 'Partnership for Success' is based on delivering high value to our partners and customers through mutual trust and cooperation, strategic partnerships, customized and turn-key solutions to ensure the success of your events and the satisfaction of your customers. After all, your success is our success.



**COMEXPOSIUM** is one of the European leaders in events organisation, is involved in 114 events for the general public and professionals, covering 18 sectors of the economy.

Every year it plays host to 36,000 exhibitors, a third of which are from outside France, and 3.3 million visitors including 330,000 from abroad. With more than 400 employees, COMEXPOSIUM organises five of the ten biggest events held in France, namely SIAL (food trade fair), Intermat, Emballage (packaging), SIMA (agricultural machinery) and the Foire de Paris.



**AXEMA**, is the professional organization brings, together the French and international equipment manufacturers of parks and gardens equipment, as well as agricultural machinery dedicated to crop and livestock production. AXEMA gathers 250 companies (69% of manufacturers and 31% of importers) representing 90% of the French Agricultural Equipment offers in France.

We strive to bring you an even more exciting edition of the show in 2016  
and see you at **SIMA ASEAN Thailand 2016!**



8 > 10  
September  
2016

Hall 5-6, IMPACT EXHIBITION CENTER,  
BANGKOK, THAILAND

Website: [www.sima-asean.com](http://www.sima-asean.com)

