



Agrievolution

2016

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AGRIEVOLUTION İSTANBUL SUMMIT

Brought to you by "Global Alliance for Agriculture Equipment Manufacturing Associations".

5th WORLD SUMMIT ON AGRICULTURAL MACHINERY

Thursday, January 21, 2016

Tüyap Fair Convention & Congress Center Beylikdüzü, İstanbul, Turkey

Farm Machinery to Feed the World

Bridging the worldwide need for Agricultural Sustainability
with Innovation & Technology



PROGRAMME

- Success Stories: Global Market Strategies that worked for Agriculture Equipment Manufacturers
 - Global Market Opportunities
- Global Agricultural Trends and Technological Solutions

Hosted by



TARMAKBİR

Türk Tarım Alet ve Makinaları İmalatçıları Birliği
The Turkish Association of Agricultural Machinery
and Equipment Manufacturers

THU JAN 21

Venue: **Marmara Congress Room**

09:00-10:00

Breakfast and Registration

10:00-11:00

Inaugural Session :

Introduction: Agrievolution Chair **Mr. Jasmeet Singh**, Head Agriculture and Food Processing and Joint Director, Federation of Indian Chambers of Commerce and Industry

- Welcome: **Mr. Mehmet Daniş**, Deputy Minister of Food, Agriculture and Livestock, Republic of Turkey
- Keynote speaker: World agriculture overview - **Ms. Yuriko Shoji**, Sub regional Coordinator for Central Asia, FAO Representative in Turkey

11:00-11:15

Break

11:15-13:00

Session 1 : Global Market Opportunities

Moderator: **Mr. Hasan Silleli**, Ankara University Department of Agricultural Machinery and Technologies Engineering - Vice Chair of OECD Tractor Codes

- Africa: **Mr. Simeon Ehui**, Practice Manager, Global Agriculture Practice, World Bank
- Eurasia: **Mr. Mehmet Rüştü Karaman**, Academician, Bilecik Şeyh Edebali University
- Western Europe: **Mr. Philipp Graf zu Erbach-Fürstenau**, Undersecretary of Agriculture and Food for German Embassy in Turkey

13:00-14:00

Lunch (Interexpo Room)

14:00-15:45

Session 2 : Global Trends in Agriculture and Technological Solutions

Moderator/State of worldwide agriculture mechanization overview: **Mr. Ediz Ulusoy**, Ege University Department of Agricultural Machinery and Technologies Engineering

- Robotics: **Mr. Minoru Okubo**, Executive Engineering Officer, YANMAR, Japan
- Tractors: **Mrs. Zeynep Erkunt Armağan**, General Manager and Board Chair, Erkunt Tractor, Turkey
- Sprayers: **Mr. Tom Bals**, Chairman, Micron Sprayers Ltd., UK
- Harvesting: **Mr. Leif Magnusson**, President, CLAAS Global Sales - Americas, USA

15:45-16:00

Break

16:00-17:45

Session 3 : Success Stories- Global Market Strategies that Worked for Agriculture Equipment Companies

Moderator: **Mr. Charles E. O'Brien**, Senior Vice President and Agriculture Sector Lead, Association of Equipment Manufacturers, USA

- **Mr. Xin Min Wang**, President, Gifore Agricultural Machinery Co, China
- **Mr. Guerric Ballu**, CEO, EXEL Group, France
- **Mr. Mirco Maschio**, President, Maschio Gaspardo Group, Italy
- **Mr. Hajime Harada**, President, SATAKE USA, Japan
- **Mr. Ünal Evcim**, Board Member, Hisarlar, Turkey
- **Mrs. Alida Bellandi**, President, Guarany Ind. E Com Ltda. & Director, Brazilian Association of Industrial Machinery and Equipment (ABIMAQ), Brazil

19:00

Gala Dinner (Interexpo Room)

Agro Eurasia International Agriculture and Agriculture Machinery Fair runs 21-24 January in Halls 13&14 (opening hours: 21st to 23rd 10:00 - 18:00, 24th 10:00 - 17:00)





Mehmet DANIŞ

Mr. Mehmet Daniş was born on 2nd August 1971 in Çanakkale Province. His father's name is İbrahim and his mother's name is Ayşe.

He graduated from the Faculty of Law of İstanbul University. He worked as a self-employed lawyer registered to Çanakkale Bar Association.

He had been elected as a Member of Parliament from Çanakkale Province for the 22nd, 23rd and 24th terms. He was assigned as the secretary member of executive board (Turkish Grand National Assembly) in the 22nd term and as the chairman of petition committee in the 24th term.

Mr. Daniş knows English and Arabic in intermediate level. He is married and has 3 children.



Guerric BALLU

Guerric BALLU, graduated from Ecole Polytechnique (1990) and Mines de Paris (1992), started his career at ELF ATOCHEM (1992-2001) in the chemistry and polymers activity.

In 2001, he has joined the EXEL Industries Group - a family business created in 1952 by his grandfather, Vincent BALLU - as Strategic and Development Manager. From April 2011 he has become the CEO of EXEL INDUSTRIES. The Group has developed worldwide by organic growth and acquisitions. The main business line of EXEL Industries is spraying, for agriculture (world leader) and industry. The Group is also the European leader in consumer watering products, and the world leader in sugar beet harvesters.

EXEL Industries' goal is to develop in its markets and through constant innovation with an international strategy. EXEL Industries, with a 725 M€ revenue, employs approximately 3,650 people in 29 countries on 5 continents.



Tom BALS

Tom Bals was born in 1958. He had a BA (Hons) degree from Oxford University. He joined Micron Group in 1980, and he currently holds the Chairman position of the Group. His areas of interest are all aspects of improving the efficiency and safety of applying plant Protection Products and biocides, particularly by smallholder farmers. He is involved in Standardisation work and research into targeted reduced volume reduced dose application. In accordance with his area of profession, he currently is convenor, trustee, secretary and member to various national and international organizations e.g. ISO, ASABE Standards, CEMA European Agricultural Machinery, British Crop Production Council, and AEA Chemical Applications Committee.



Alida BELLANDI

Graduated in Chemistry by the Mackenzie University in São Paulo, with post-graduation courses in Foreign Trade and International marketing at Funcex (Foundation Center on Foreign Trade Studies), Mrs Bellandi has also graduated in "History of Art" and "Italian Literature" by the Italian Institute of Culture in São Paulo. She completed her education in England (Language and English Literature courses at ACSE/Cambridge University) and in France ("Langue, Literature et Civilization Française" at Sorbonne).

President and Marketing Director of Guarany Indústria e Comércio, a traditional Brazilian company dedicated to design and produce agricultural machinery, fire-fighting and pest control machinery. Vice President of ABIMAQ, she also integrates the National Council of the Machinery and equipment industry - CONIMAQ, from Abimaq - responsible for the strategic planning of the Brazilian capital goods industry; Member of the Council of the Argentine-Brazilian Chamber of Commerce; Member of the Italian-Brazilian Chamber of Commerce Council, and of GEI ("Gruppo Esponenti Italiani"). She also integrates the Council of CEAL - Business Council of Latin America, and collaborates with the International Relations Area of the São Paulo Federation of Industries (FIESP).

She has embraced the environmental cause, and has been deeply involved for more than 20 years in promoting and incentivizing actions for the environment protection, especially water and forests preservation.



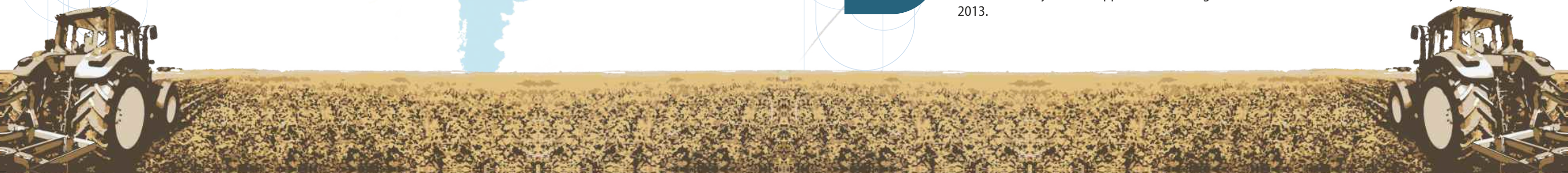
Simeon EHUI

Simeon Ehui is Manager of the World Bank's Agriculture Global Practice for West Africa. Prior to this, he was Manager for the Agriculture and Rural Development Sector in the South Asia Region World Bank (2009-May 2015). Simeon served as Lead Economist and Sector Leader for the Sustainable Development Network in Nigeria covering a variety of issues such as agriculture, environment, transport and energy. He also worked for 15 years in the Consultative Group on International Agricultural Research (CGIAR). He served successively at the International Institute of Tropical Agriculture (IITA) (1988 to 1990) and the International Livestock Research Institute (ILRI) from (1990 to 2003) where he managed multi-country agricultural research and development programs in Africa and Asia. He holds a Ph.D. in Agricultural Economics from Purdue University (1987) and has published extensively in his field. He is honorary fellow of the African Agricultural Economist Association, and a Distinguished Agricultural Alumnus of Purdue University (2001).



Philipp Graf zu ERBACH-FÜRSTENAU

Mr. Graf zu Erbach-Fürstenuau, who holds a diploma in political science from the University of Potsdam, entered the German Federal Ministry of Food and Agriculture in 2007 after he worked for the German Parliament. Until 2009 he worked in the planning staff of the German Federal Ministry where he was inter alia responsible for the German position on the Common Agricultural Policy (CAP) of the European Union as well as other policy decisions. From 2010 until 2013 Graf Erbach was the spokesperson of the German Federal Ministry. He was appointed as the Agricultural Counselor of the German Embassy in Ankara in 2013.





Zeynep ERKUNT ARMAĞAN

Born in Ankara, Zeynep Erkunt Armağan completed her primary and secondary education at TED Ankara College and graduated from the Hacettepe University, Faculty of Administrative and Social Sciences, Department of Economics.

Mrs. Erkunt-Armağan started her career at Erkunt Industries, Inc., Casting and Machinery Premises, fulfilling different managerial positions between 1982 and 2006. In 2006, Erkunt-Armağan founded Erkunt Tractor Industries, Inc. and effectively ended her active career at Erkunt Ind. Inc., consequently taking on board the responsibility of General Manager at Erkunt Tractor Industries.

Today, in addition to the positions of General Manager and Chairperson at Erkunt Tractor Ind. Inc., Erkunt Armağan also holds the position of Vice Chair at Erkunt Ind. Inc. She is also the founder and president of ArmaTrac Ltd. in the UK.

Erkunt-Armağan is married and has two children.



Prof. Dr. Hakkı Ünal EVCİM

Hakkı Ünal Evcim is a well-known professor of the Turkey's agricultural tractors and machinery sectors. He has launched his professional career as Management Consultant of Turk Traktor and Trakmak companies of KOC Group during 1983-1999. Meanwhile he worked as Coordinator of the Cotton Harvest Mechanisation Project of Case Corp. USA between 1995 and 1999; and served as exclusive management consultant of John Deere Turkey for three years from 1999 to 2002.

Thereafter he backed his senior management consultancy work at Turk Traktor (JV company of the CNH and KOC Groups) and continues since 2002. He has worked as Head of the Tractor Committee and co-editor of the Committee Reports for from 6th to 9th 5 Years' Development Plans of the State Planning Organisation of Turkey. Evcim is co-founder and Secretary General National Cotton Council of Turkey. His most recent occupation is Independent Board Member and Management Consultant at Hisarlar Makina A.Ş. since 2012.

A native of İzmir, Evcim received his BSc, MSc and PhD degrees and academic titles at Ege University.



Hajime HARADA

Mr. Hajime Harada is a Managing Director of Satake Europe Ltd and President & CEO of Satake USA Inc. Bachelor's Degree in Agriculture from Ehime University in Japan. He has been devoted to expanding international business in the grain processing industry for the last 39 years such as marketing and sales of rice milling machinery and plants, corporate planning, joint ventures and M&A projects. He is currently based in Houston, Texas, U.S.A. and is responsible for the operations in Europe, the Middle East and Africa and the Americas at the Satake Group of Companies.



Prof. Dr. Mehmet Rüştü KARAMAN

Prof. Dr. Mehmet Rüştü Karaman is a professor of Department of Soil Science and Plant Nutrition at Bilecik Seyh Edebali University. B.Sc degree from Ataturk University, M.Sc degree from Ankara University and Ph.D degree from Ankara University and Gaziosmanpasa University. Prof. Dr. Karaman deals with "Sustainable Soil Fertility, Fertilization and Plant Nutrition". He has 54 articles in refereed journals, and 138 papers presented in national and international conferences. Prof. Dr. Karaman has taken presidency of many national and international organizations related with Agriculture. He is also founding Rector of Ankara Yuksek Ihtisas University.



Leif J. MAGNUSSON

Leif Magnusson joined CLAAS in 2008 as President of CLAAS North America Holdings, Inc. and Regional Director of the Americas for CLAAS Global Sales GmbH. He is also a member of the CLAAS Business Unit Sales and Service Management Board.

Leif is responsible for marketing, sales and service of CLAAS products in North, Central and South America. In this region Leif leads the strategic planning and operational direction with a spotlight on customer satisfaction and a concentrated focus on distributor development to ensure the future success and growth of CLAAS.

Before joining CLAAS Leif had 18 years experience in manufacturing and distribution of heavy equipment, including off-road products, while living in the United States, Europe, Southeast Asia and Australia.



Mirco MASCHIO

Mirco Maschio since June 2015 he has been Chairman of the Maschio Gaspardo Group with the responsibility of the Global Sales Department. Mirco, second son of Egidio Maschio, 38 years old, began working in the family business in 1998. He has held various roles with his father gaining significant experience in every companies. From 2001 he joined the Board of Directors and from 2003, as Chief Executive Officer of Maschio Gaspardo Romania, he was involved in the creation and development of the new production Romania, in Arad, leading in 2011 to become the first manufacturer of agricultural equipment in the country.

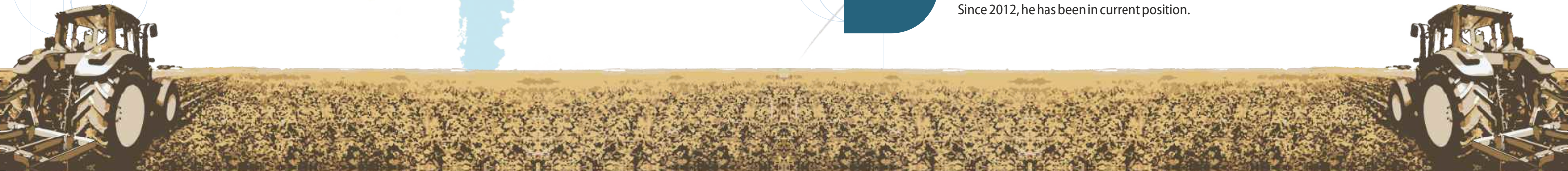


Dr. Minoru OKUBO

Dr. Minoru Okubo is Executive Engineering Officer, at Group Divisional Manager, Development Division, Agricultural Operations Business of YANMAR CO., LTD. He has Dr.(Eng) of Mechanical Engineering.

He had been mainly devoted in research and developing of NVH at the R&D center for 19 years, then he had administrated Electronics Development for 7 years, and currently supervises the whole of R&D center as Executive Engineering Officer.

Since 2012, he has been in current position.





Charlie O'BRIEN

Charlie O'Brien is senior vice president of the Association of Equipment Manufacturers (AEM). AEM is the North American-based international trade group representing the off-road equipment manufacturing industry (agriculture, construction, forestry, mining and utility).

O'Brien also serves as agriculture sector leader for AEM member services and as primary liaison with ag-specific industry organizations, customer groups and government agencies. He leads AEM initiatives related to the forestry sector and also oversees AEM's global business development initiatives.

O'Brien joined AEM in 2007 as vice president with more than 20 years of experience in the off-road equipment industry, including six years as president of FPC Financial, a banking division of John Deere Credit. He also served as branch manager and director of strategic initiatives for Deere Credit's England operations and held Deere Credit management positions in sales, market and business development and risk management.

O'Brien holds a BS in agriculture from the University of Wisconsin-Madison and a MBA from Drake University in Des Moines, Iowa.



Yuriko SHOJI

Yuriko Shoji, a national of Japan, took the office in 2014 as the head of FAO Representation in Turkey and Subregional Office for Central Asia. Shoji joined FAO in 2007 to head the technical cooperation unit in the field operations division at headquarters in Rome, Italy. Before joining FAO, Shoji was UN Resident Coordinator and UNDP Resident Representative in the Republic of Kazakhstan, from 2004 to 2007. Her wide-ranging work in this position spanned poverty reduction, environmental management, democratic governance, promoting gender equality and addressing HIV/AIDS. Shoji holds a B.A. in Intercultural Communication from the International Christian University of Tokyo, Japan, and a Master of Professional Studies in Development Sociology from Cornell University, USA.



Prof. Hasan SİLLELİ

Mr. Hasan Silleli is the professor in University of Ankara, Faculty of Agriculture, Agricultural Machinery and Technology Engineering Department. He had the Bachelor Degree in same university. He has been working on tractors and greenhouses as known two main subject on agriculture for R&D, developing new methodologies and patented systems. He was the chair of OECD tractor codes for two years period and he is currently vice chair in the same code. He is also founder and General Manager of the Association of Greenhouse Constructors and Suppliers.



Jasmeet SINGH

Presently Mr. Jasmeet Singh is gainfully employed as Joint Director and Head of Agriculture and Food Processing with FICCI, New Delhi and leading the team of Professionals from sector specific verticals viz Agriculture and Food Processing and looks after the policy framework and regulatory affairs. He is associated with FICCI for last 10 years. He has worked closely for 16 years with Agriculture and Food Industry and is well exposed to these sectors.

Working on new initiatives, strategy, knowledge of numerous arenas and efficient networking are among some of highlighted skill sets. He is well travelled across the globe to take the trade and business forward with the international stakeholders through the delegations of senior officials and corporates.

Mr. Singh is a Post Graduate in Marketing and Finance from Fore School of Management, Delhi, India and Graduated from Guru Gobind Singh College of Commerce.



Prof. Dr. Ediz ULUSOY

He graduated from Ege University, Faculty of Agriculture. Ph.D degree from Giessen Justus Liebig University in Germany. He gained the title of Professor in 1988. He interested in "Agricultural Machinery Design and Construction, Mechanization of Plant Production Systems" topics during his academic career at Ege University, Faculty of Agriculture, Department of Agricultural Machinery.

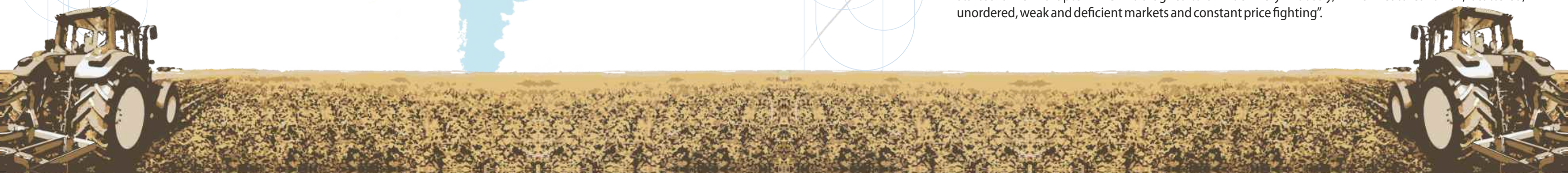
He collaborated as Vice Dean of the Faculty for 7 years and as Chair of the Department for 8 years. He has been retired since the beginning of 2011. He served as Coordinator of the partnership between Ege and Justus Liebig Universities more than 30 years and moderated several GTZ-German Technical Cooperation Agency projects. He has been awarded a Justus Liebig Medal in 2007. He served as General Coordinator of TARMAKBİR-The Turkish Association of Agricultural Machinery & Equipment Manufacturers (2007-2010), as President of the Board of Agricultural Mechanization (2001-2011), as President of TARMAKDER-Agricultural Machinery Association (2001-2011) and as Editor of Journal of Agricultural Machinery Science (2005-2011). Moreover, he is a cotton farmer in Söke Province.



Xinming WANG

Mr. Xinming Wang is the president of Gifore Agricultural Machinery Chain Co., Ltd. (Stock Code: 300022.SZ), Vice President of China Agricultural Machinery Distribution Association, Vice President of China Agricultural Machinery Mechanization Association, Vice President of China Agricultural Association for International Exchange and Vice President of China Apple Industry Association. He is honored as "The Best Contribution Person in China Agricultural Machinery Industry" and "The Top 100 Entrepreneurs in China Agricultural Machinery Industry".

Mr. Wang introduced chain operation model into agricultural machinery distribution industry. By building direct stores and developing franchised outlet, and providing professional service, Mr. Wang started a new chapter in China's agricultural machinery industry, which features "small, scattered, unordered, weak and deficient markets and constant price fighting".



Establishment

AGRIEVOLUTION is a global alliance for agriculture machinery industry comprised of 12 agriculture machinery associations representing different countries / world regions.

In 2009 in Germany, national agriculture machinery associations of Brazil, China, France, Germany, India, Italy, Japan, Russia, Turkey, United Kingdom and USA gathered for an economic workshop. Since then, Agrievolution Network has carried out studies on sectoral information and data exchanges.

In April 2012, this Network evolved to an Alliance on a Memorandum of Understanding signed by Brazil, France, India, Italy, Turkey and USA that established AGRIEVOLUTION Global Alliance for Agriculture Equipment Manufacturing Associations. The Alliance then welcomed associations representing China, European Union, Germany, Japan, Korea, Russia and United Kingdom.

Objective

The Alliance primarily aims to evaluate current and future conditions of world agriculture machinery industry and provide a communication and data / information exchange platform to let worldwide stakeholders establish a common policy and create solutions to problems.

To realize its objective, the Alliance organizes Summit events where representatives of public and private sector, academia, institutes and non-governmental organizations gather, and carries data / information exchange surveys among its own member associations.

Agrievolution Alliance has organized 4 Summit events for world agriculture machinery industry until now. The first Summit held in Rome, Italy in 2008; the second in Orlando, USA in 2010; the third in Paris, France in 2011 and the fourth in New Delhi, India in 2013. These summits welcomed Agriculture Ministers and other public officials, as well as representatives of multinational companies, academia, and institutes as FAO and UNIDO as speakers and panelists.

More information on previous Summits is available at the official web page of the Alliance (www.agrievolution.com).

AGRIEVOLUTION Global Alliance for Agriculture Equipment Manufacturing Associations



ABIMAQ
Brazilian Association of Industrial Machinery and Equipment, Brazil



AEA
Agricultural Engineers Association, United Kingdom



AEM
Association of Equipment Manufacturers, USA



AXEMA
Association for Industrial Agricultural Equipment, France



CEMA
European Agricultural Machinery Association, European Union



FEDERUNACOMA
Italian Farm Machinery Manufacturers Association, Italia



FICCI
Federation of Indian Chambers of Commerce and Industry, India



JAMMA
Japan Agricultural Machinery Manufacturers Association, Japan



KAMICO
Korean Agricultural Machinery Industry Cooperative, Korea



ROSAGROMASH
Russian Association of Agricultural Machinery Manufacturers, Russia



TARMAKBIR
The Turkish Association of Agricultural Machinery & Equipment Manufacturers, Turkey



VDMA
German Agricultural Machinery Association, Germany



CAMDA
China Agricultural Machinery Distributors Association, China

2008 | Rome, Italy

Agrievolution 2008, promoted by UNACOMA and organized by Unacoma Service, was the first World Summit on Mechanization in Farming.

The aim of the event was to ANALYSE the trends of the market for tractors and other types of agricultural machinery, with reference to the sales volumes and characteristics of the mechanical equipment of the six focus areas in the world (Europe, Brazil, China, India, Russia and the United States), as regards the evolutions of the primary economy; to DEVELOP the relationships between mechanization associations and improve collaboration between the farming world and the world of mechanization; to SUPPLY the institutional organisms, technical bodies and associations of farming and mechanization operators with a forecast of the evolutions of the primary economy in the various areas of the world over the next ten years.

The continuous evolution of the market leads to the need to define new strategies for farming, within a system that is able to make innovative and alternative choices. Agrievolution promotes a meeting of minds between Associations, Institutions and Operators in Agricultural Mechanization from all over the world in order to outline the scenarios that will be decisive for our future.

2010 | Orlando, Florida, USA

Agricultural industry leaders from 14 countries participated in the Second World Summit on Agricultural Machinery held January 11&12, 2010. Hosted by the Association of Equipment Manufacturers, the Summit was held at the Waldorf=Astoria, Orlando, Florida in conjunction with AG CONNECT Expo 2010. Douglas C. DeVries, Sr. Vice President of Global Marketing Services, Deere & Company, and past Chairman of AEM's Ag Equipment Council Executive Committee acted as mediator of the event.

The following state of the industry reports for various regions around the world were given: Argentina, Brazil, China, the EU, Russia, Venezuela, USA, and the United Nations Industrial Development Organization.

On Day 2 of the Summit, German association VDMA facilitated an Economic Workshop, and roundtable working sessions were held to identify areas in which industry and associations could collaborate globally. The group also began the process of moving Agrievolution from a Summit to a working group.

2011 | Paris, France

Within the SIMA 2011 framework, AXEMA organized the 3rd World Summit on Agricultural Machinery, on February 20 and 21 under the aegis of CEMA (European Agricultural Machinery). After Rome and Orlando, Agrievolution held its third summit in Paris.

This event provided a relevant analysis of the contribution made by the agricultural machinery sector in the face of agricultural evolution and its worldwide implications. Key decision makers from agricultural organizations and machinery manufacturers as well as representatives of governmental agricultural agencies from about 30 countries throughout the world participated in the Summit.

Roundtable discussions were held to explore current and upcoming global agricultural challenges, opportunities for development, key current and future markets and the changes needed in agricultural equipment in order to meet the demands of the future.

2013 | New Delhi, India

More than 100 global agriculture machinery manufacturers, government officials and other industry leaders participated in the Agrievolution Alliance Summit in New Delhi, India, Dec. 5-6, 2013, to consider "Global Food Security and Farm Machinery and World Farm Machinery Industry." The summit was hosted by the Federation of Indian Chambers of Commerce and Industry (FICCI), the largest and oldest apex business organization in India. FICCI has an indirect membership of more than 2,500,000 companies from various regional chambers of commerce in the country and is the first port of call for Indian industry and the international business community.





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