



Indonesia Hosts Successful AgriBusiness Global Trade Summit

Southeast Asia continues to be a key market for the crop protection industry. Buyers and sellers are particularly interested in the growing biostimulant market.

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AGRIBUSINESS GLOBAL hosted its third Trade Summit Southeast Asia from Dec. 5-6 in Jakarta, Indonesia at the J S Luwansa Hotel. More than 400 delegates — from Belgium, China, Egypt, Ghana, Malaysia, Pakistan, Thailand, the United Kingdom, the United States, the Netherlands, and more — were able to connect and learn.

Forty exhibitors displayed on site, with

portfolio diversification remaining top of mind for many local buyers due to the current international supply landscape.

AgriBusiness Global hosted an array of speakers, including Muhrizal Sarwani, Fertilizer and Pesticide Director at the Indonesia Ministry of Agriculture, and Dr. Piyatida (Tung) Pukclai, Regional Business Development Director (Asia Pacific), Dr. Knoell Consult Thai Co. among others.

AgriBusiness Global partnered once again with CropCare Association Indonesia, which was established in

2000 and is comprised of national and multinational companies. The association is home to almost all major fertilizer and pesticide companies in country, and it works closely with overseas partners to increase domestic demand for crop protection products and serve as a liaison between its members and the regulating parties for product registration.

Education

The AgriBusiness Global Trade Summit Southeast Asia included presentations from key industry thought leaders including Dr. Piyatida (Tung) Pukclai, Regional Business Development Director (Asia-Pacific), Dr. Knoell Consult Thai Co. Ltd, who presented on registration requirements in several southeast Asian countries. She focused on harmonization, and actionable content on how companies can work within the regulatory system in order to stay competitive in the international marketplace.

The Exhibition Area

Exhibits ranged from biocontrol and plant health products to traditional pesticide and crop inputs.

One of the highlights of the event were the focus on biological products, which were of great interest for many attendees, as Southeast Asia continues to be the fastest growing region in the world for biostimulants.

For more information on AgriBusiness Global events, please visit www.tradesummit.com

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The Southeast Asia market is one of the fastest growing regions for crop inputs.



In addition to making deals, buyers and sellers of crop protection products came to the AgriBusiness Global Trade Summit to learn about the fast growing biostimulant segment.