



**AGRIEVOLUTION 2016:  
FIFTH WORLD SUMMIT ON AGRICULTURE MACHINERY**

**Farm Machinery to Feed the World: Bridging agricultural sustainability with innovation and technology**

Thursday, January 21, 2016 – Istanbul, Turkey

***Marmara Congress Room, Tüyap Fair and Congress Center, Beylükdüzü- İstanbul***

(In conjunction with Agro Eurasia International Agriculture and Agriculture Machinery Fair)

**WED JAN 20:**

20:15 Welcome dinner for association presidents, general secretaries, VIPs  
(Kalamış Room)

**THU JAN 21:**

Venue: Marmara Congress Room

9:00-10:00 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 Rüstü 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*
- Irrigation: **Mr. Primal Oswal**, *Managing Director, Harvel Irrigations Private Ltd., India*
- Sprayers: **Mr. Tom Bals**, *Chairman, Micron Sprayers Ltd., UK*
- Harvesting: **Mr. Leif Magnusson**, *President, CLAAS Global Sales - Americas, USA*

15:45-16:00 Break

16:00-18:00 **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)

**FRI JAN 22:**

8:00-9:00 Breakfast (Tüyap Palace Hotel)

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