

July 2019

Event Brief

Precision Application™ Asia

Conference Name: [Precision Application™ Asia](#) | PrecisionApplication.com

Working Tagline: Bringing Together the Worlds of Application Technology and Crop Inputs

Organized by: [AgriBusiness Global™](#) | [PrecisionAg® Global](#)

Date: Nov. 5-6, 2019

Location / Venues: [Bangkok Marriott Hotel The Surawongse](#), Bangkok, Thailand

Event Type: Two-day educational conference with technology exhibition and multiple networking, sourcing, and partnering opportunities.

Key Positioning: Emerging precision technologies – especially drones/UAVs by air and “see & spray” units by ground – have the potential to revolutionize application and disrupt the entire production-to-distribution channel for crop protection products. This is especially true in Southeast Asia, which has a welcoming environment for new technology and a societal need to move past its antiquated system of backpack spraying. How will these technologies be used, now and in the future? What will be the impact on current crop protection products – product selection, formulation, “pounds on the ground”? How can market leaders prepare for the coming disruption? *AgriBusiness Global™* and *PrecisionAg® Global*, long-time industry leaders, are uniquely qualified to answer these questions for conference attendees. Attendees at Precision Application™ Asia will take away a deeper understanding how current and emerging application technologies are likely to impact their crop protection business and have greater confidence in strategizing for the next several years.

Marketing Demand: Market surveys and personal interviews with key players in global agrochemicals and precision technology show they are strongly in favor of Precision Application Asia as no other current event meets the pressing need to understand changes in precision application of crop protection products.

Who Should Attend: This is a can't-miss conference for anyone on the front lines of crop protection in Southeast Asia – whether in product development, formulation, and marketing of agrichemicals and biologicals, or in development and marketing of equipment to take these products to the field. Attendees will leave with a far greater sense of how and when new technology will begin transforming crop protection application in the region and have an edge on your competitors by being able to prepare for the coming change.

- **Manufacturers and formulators of agrochemicals:** Export Manager, Export Executive, Manager of Sales, Manager of Manufacturing, Regulatory Specialist, General Manager

- **Distributors/retailers of agrochemicals:** General Manager, Regulatory Specialist, Import Manager, Sales Manager
- **Regulatory agency officials** (private and government): General Manager, Ag-chem Specialist
- **Precision agriculture technology suppliers** (specifically drones, in-the-field software, see-and-spray in-field equipment, data platforms and management, sensors, connectivity, etc.): Sales Manager, General Manager
- **Precision agriculture service providers** (to the farmer): Sales Manager
- **Large plantation crop growers** (sugarcane, rice, banana, palm oil): Manager, Technology Specialist, Precision Agriculture Specialist

Conference Structure:

- **Keynote:** Conference kickoff – the economic, political, technological, and societal reasons why Southeast Asian agriculture is ripe for innovation and a brighter future
- **Application Technology Update:** Application innovations likeliest to be most prevalent in the region and estimated rates of adoption
- **Regulatory Outlook:** Obstacles and green lights likeliest to impact the speed of change in the region including allowed uses of application technology and changes in agrochemical product labeling
- **Projected Impact on Current Agrochemical Manufacturing and Distribution:** More precise application could bring about any number of effects, including lower use rates, increased use of "old" chemistries, new AIs, and a reduction in GM crops planted
- **Expert Panel / Q&A:** Roundtable discussion and open-mic questions from attendees