

Speech of Shandong Changlin Deutz-Fahr Machinery Company LTD

Mr. Marcello Albertini

CEO

Shandong Changlin Deutz-Fahr Machinery Company LTD.



I am very honored to make this speech as a delegate of enterprises. I come from SAME DEUTZ-FAHR Group in Italy, now holding the post of CEO in the Sino-Italian joint venture company - Shandong Changlin Deutz-Fahr Machinery Company LTD.

SAME DEUTZ-FAHR Group in Italy was established in 1927, now has become a world leading Agricultural Machinery manufacturer. Under the background of globalized competition, For overall market development in China and the Asia-pacific area, in April 2011, we came to China, planned to seek and cooperate with an powerful agricultural machinery manufacturer who with opening sense. After comprehensive study, we selected Shandong Changlin Group as our partner, and we signed our joint venture contract and held the foundation laying ceremony on Oct. 14th, 2011.

The reason why we selected Shandong Changlin

Group is easy: it is an outstanding enterprise among Chinese agricultural machinery industry, its distribution network covers the entire China market; it has long history and great experience of production, development and marketing in agricultural machinery range. We have also realized that Chinese enterprises is marching towards international stage, and becoming a key player of world economy.

With the rapid growth of Asia-pacific economy, the demand of food is also growing rapidly in both quantity and quality. With the continuous development of modern agriculture, small pieces of land are gathering together into large ones, formed up more and more cooperatives like mushrooms after rain; the existing large scale farms in some area also in urgent need of modern agricultural machinery, implements etc to promote their overall agricultural mechanization level; more and more rural area are speeding up and deepening their urbanization, the

structure of the labour force, as well as the labor attitude are with profound changes, so the modern agriculture need to build up high-yield, high quality, high efficiency, ecological and safe development mode, to promote the productivity and meet the increasing food demand; as modern agricultural machinery manufacturers, we should take our historical mission, take the power of innovation, and constantly enhance the level of the comprehensive, harmonious and sustainable agricultural mechanization development, provide the modern farmers high-end agricultural machinery, implements, to cover their entire production process, help them to realize the promotion of both quantity and quality of food.

CIAME is the largest and the most influential agricultural machinery exhibition in Asia-pacific area. With “Asia-pacific regional sustainable agricultural mechanization forum”, it provides an excellent communication platform for relevant international

agencies, governments in Asia-pacific area, as well as excellent enterprises in agricultural machinery industry.

Shandong Changlin Deutz-Fahr Machinery Company has prepared its excellent products, and we will also take the opportunity of this Forum, to study the advanced experience and solutions in agricultural mechanization from other outstanding enterprises, provide better products for different markets.

We expected to have further communication with all the leaders, experts and partners participate this forum, to share mutual benefit by complement each other's advantages, make our unremitting endeavor to promote the sustainable development of agricultural mechanization in Asia-pacific area.

Thanks to all of you.