



Concept Note

ReCAMA Workshop and Business-matching Event on Sustainable Mechanization for Smallholder Farmers

- Promoting Sustainable Trade and Investment

28 November 2022 14:30-17:30 (Beijing time / GMT+8)

Online (Zoom)

I. Background

Countries in Asia and the Pacific face significant challenges to achieving the 2030 Agenda for Sustainable Development and in particular Sustainable Development Goals (SDG) 1 (end poverty in all its forms everywhere) and SDG 2 (end hunger, achieve food security and improved nutrition and promote sustainable agriculture), especially in the context of the COVID-19 pandemic and climate change. The challenges include a high proportion of smallholders with 90% of the world's small farm holders (<2 ha) being in Asia and the Pacific¹ and the average size of land holdings in Asia being only about 1 ha.

Sustainable agricultural mechanization eases hard labour, relieves labour shortages, improves productivity and timeliness of agricultural operations, improves the efficiency of use of resources, enhances market access and contributes to addressing the various challenges facing agriculture including climate related hazards². However, there are some key bottlenecks in promoting sustainable agricultural mechanization in the region. The small size of land holdings is an important one, along with the limited investment capacity of smallholders, and lack of technical expertise and service providers at the grass-roots level. The private sector can be a game-changer in providing the urgently needed services to the farming community so that smallholder farmers can easily get access to and benefit from sustainable and innovative agricultural machinery.

The Regional Council of Agricultural Machinery Associations in Asia and the Pacific (ReCAMA) is a flagship initiative of the Centre for Sustainable Agricultural Mechanization of the United Nations Economic and Social Commission for Asia and the

¹ Singh G. and Zhao B. (2016), "Agricultural Mechanization Situation in Asia and the Pacific Region", *Agricultural Mechanization in Asia, Africa and Latin America*, Vol. 47, No. 2, P21.

² FAO Website, available at <http://www.fao.org/sustainable-agricultural-mechanization/overview/what-is-sustainable-mechanization/en/>

Pacific (ESCAP-CSAM) for promoting sustainable agricultural mechanization through strengthening the capacity of national agricultural machinery associations, facilitating the exchange of knowledge and information, and enhancing collaboration and closer business connections among national associations and their members.

Since its establishment in 2014, several trainings and study tours have been organized under ReCAMA to meet the needs of its members. The Workshop this year will focus on sustainable mechanization for smallholder farmers for tackling the particular challenges they face.

A Business-matching Event on Sustainable Mechanization for Smallholder Farmers will also be organized along with the ReCAMA Workshop so that participants can establish closer business connections which can promote sustainable mechanization and related trade in the Asia-Pacific region in support of the SDGs.

II. Objectives:

The ReCAMA Workshop and Business-matching Event on Sustainable Mechanization for Smallholder Farmers aims to achieve the following objectives:

1. To promote a better understanding of the needs of smallholder farmers in relation to agricultural machinery for sustainable and climate-smart agricultural development
2. To explore the range of mechanization-based solutions available for smallholder farmers; and
3. To enhance regional cooperation and promote sustainable trade and investment in agricultural machinery with a focus on smallholder farmers in the Asia-Pacific region.

III. Organization and Participation

The ReCAMA Workshop and Business-matching Event on Sustainable Mechanization for Smallholder Farmers will be co-organized by ESCAP-CSAM and the China Agricultural Machinery Distribution Association (CAMDA), a ReCAMA member association from China, at 14:30-17:30 (Beijing time/GMT+8) on 28 November 2022 via Zoom. Expected participants include representatives of ReCAMA member associations and their member enterprises from the Asia-Pacific region as well as other pertinent stakeholders working on sustainable mechanization from government, academia, civil society, development partners etc.

ReCAMA members are invited to attend the Business-matching Event (other stakeholders are also welcome to attend if interested). A discussion room via Zoom (online) will be arranged to enable business matching amongst agricultural machinery

suppliers and buyers from the region with a view to supporting sustainable and smallholder-friendly agricultural development.

IV. Tentative Programme

ReCAMA Workshop and Business-matching Event on Sustainable Mechanization for Smallholder Farmers	
14:30-14:40	<p>Opening remarks</p> <ul style="list-style-type: none"> • Dr. LI Yutong, Head, Centre for Sustainable Agricultural Mechanization, United Nations Economic and Social Commission for Asia and the Pacific (ESCAP-CSAM) • Mr. FAN Jianhua, Chairman, China Agricultural Machinery Distribution Association (CAMDA)
14:40-14:50	<p>Keynote Presentation: Market Dynamics in Bangladesh, Nepal, Russian Federation and Viet Nam</p> <ul style="list-style-type: none"> • Dr. Nadeem Amjad, Former Chairman / Chief Scientist-II / Member (Plant Sciences & Natural Resources), Pakistan Agricultural Research Council
14:50-15:25	<p>Country presentations on needs of smallholder farmers and mechanization-based solutions to address them</p> <p><i>Moderator – Mr. Anshuman Varma, Deputy Head/Programme Officer, ESCAP-CSAM</i></p> <ul style="list-style-type: none"> • China – Mr. Zhang Huaguang, Director, Information Department, China Agricultural Machinery Distribution Association (CAMDA) • India - Dr. Surendra Singh, Technical Advisor, Agricultural Machinery Manufacturers' Association - India • Nepal - Mr. Mahendra Pd. Kandel, Founder President, Nepal Agricultural Machinery Entrepreneur's Association (NAMEA)
15:25-15:55	<p>Panel Discussion on current gaps and opportunities for promoting mechanization solutions for smallholders in Asia and the Pacific</p> <p><i>Moderator – Mr. Anshuman Varma, Deputy Head/Programme Officer, ESCAP-CSAM</i></p> <ul style="list-style-type: none"> • Bangladesh - Mr. Humayun Kabir, Member, Agricultural Machinery Manufacturer Association of Bangladesh (AMMA-B)

	<ul style="list-style-type: none"> • Sri Lanka - Mr. Lasantha Wickremesooriya, Former President, Agriculture Machinery Manufacturers and Suppliers Association • Thailand - Ms. Dares Kittiyopas, President, Thai Society of Agricultural Engineering
15:55-16:00	Wrap up of workshop
16:00-17:30	<p>Business-matching Event</p> <p><i>Moderator – Mr. Sun Can, Director, Department of International Cooperation, China Agricultural Machinery Distribution Association (CAMDA)</i></p> <p>This session will comprise of brief presentations from enterprises from ReCAMA member associations and is mainly targeted at the ReCAMA community for sustainable and smallholder-friendly mechanization. Other stakeholders are welcome to attend if interested. The list of enterprises who will make presentations is contained in the Annex.</p> <p>Q&A</p>

Annex: List of Presenters for Business-matching Event

- Mr. Rajkumar Arumugam, Director, Renaissance Power Products Pvt. Ltd., India
- Mr. Gürol AK, General Manager, NARAS Machinery
- Mr. Wang Weijing, R&D Engineer, Qingdao Hongzhu Agricultural Machinery Co., Ltd., China
- Ms. Ice Wang, Sales Supervisor, Changzhou Mateng Machinery Co., Ltd., China
- Mr. Zed ZENG, Sales Manager of Asian Market, Chongqing Zongshen General Power Machine Co., Ltd., China
- Mr. Marco Xu, Head, Oversea Business Department, Heilongjiang DEWO Technology Development Co., Ltd., China
- Ms. Chen Yaxuan, Manager, Nanchang Globe Machinery Co., Ltd., China
- Mr. Vide PAN, Director, Sales Department, Deutz-Fahr Machinery Co., Ltd., China
- Ms. Sheena CAO, Head, Department of Oversea Market Department, Wanshi Intelligent Machinery and Equipment (Shandong) Co., Ltd., China
- Mr. Simon PEI, Vice Director, Sales Department, Suzhou Liyuan Hydraulic Co., Ltd.
- Mr. Jason wang, Head, International department, JB Bearings Co., Ltd., China
- Ms. Elena OU YANG, Sales, Nanchang Qinglin Automobile Accessories Co., Ltd., China
- Mr. Kevin Wang, Head, Department of International Cooperation, Hebei Baifeng Trading Co., Ltd., China
- Ms. Julia LI, Business Development Manager, Department of International Cooperation, Weifang Taihong Tractor Co., Ltd., China
- Ms. Linda Liu, Head, Department of International Cooperation, Henan Haike Hose Technology Co., Ltd., China
- Ms. Sarah Shang, Head, Department of International Cooperation, Qingdao CHOHO Industrial Co., Ltd., China