

Organised by:



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# Asia Smart Farming & FOOD SECURITY

## EXHIBITION & CONFERENCE 2024



# Pesticide-free Farming for a Healthier Nation

**26th-28th November 2024**  
**Universiti Putra Malaysia (UPM)**

Supported by:





## "Join Us to Revolutionise Farming for a Sustainable Future"

Since 2023, **ASF** has been the leading event for local and global businesses promoting **pesticide-free smart farming**, advancing food sustainability, and combating global warming. The 2023 edition attracted over 20,000 visitors, boosting awareness of Integrated Pest Management (IPM) techniques.

ASF serves as a marketplace for agricultural stakeholders to explore opportunities in organic fertilizers, high-tech equipment, AI, green technologies, and agro-tourism. **ASF 2024** will focus on pioneering pesticide-free farming as a cornerstone of building a healthier nation, fostering innovation and sustainability in safer food production.

### What to Expect at ASF 2024

#### Technology Exhibitions

Discover cutting-edge innovations in smart farming, including DNA No-Self Technology and Integrated Pest Management (IPM) systems.

#### Workshops & Seminars

Learn from experts in sustainability, precision agriculture, and eco-friendly practices, with practical strategies for implementation.

#### Skills Development

Enhance your expertise in modern farming techniques through hands-on training and skills programs.

#### Panel Discussions & Keynotes

Engage with thought leaders on key topics like food security, climate change, and the future of agriculture.

#### Interactive Demonstrations

Experience live demos of innovative tools and techniques driving agricultural efficiency and sustainability.

#### Product Launches

Be the first to see new products and innovations that will shape the future of farming.

#### Networking Opportunities

Connect with industry professionals, researchers, and investors to build partnerships and collaborations.

#### Collaborative Opportunities

Explore joint ventures with experts and peers to tackle challenges in smart farming and food security.

#### Knowledge Sharing

Participate in discussions where experts share insights, case studies, and solutions for a sustainable future.

# Gain knowledge from the world's foremost experts and professionals



Gain valuable insights from top local and international experts on the latest breakthroughs in biological and technological advancements that are set to transform farming.

Discover innovations in precision agriculture, AI-driven solutions, sustainable practices, and cutting-edge pest control.

These insights will help farmers and agribusinesses boost productivity, reduce environmental impact, and embrace smarter, more sustainable farming.

Attendees will also engage with industry leaders shaping the future of agriculture and learn how to apply these innovations to drive growth and efficiency.

## Distinguished Panel of Speakers at ASF2024



**DR. HAWA CHARFARAY**  
Group Executive Director  
Hadarat Global



**MR. DENNIS O'NEIL**  
Director Of Business  
Development (Executive)  
Clickpo, USA



**MS. GINA JIANG**  
Managing Director  
Western Power Clean Energy  
Sdn Bhd



**MR. M.K MOHAN K**  
Managing Director  
Adastra Intellectual Property



**Y.BHG. DATO' WONG YEW KAI**  
Exec. Secretary - Borneo Economic  
and Trade Association Malaysia



**DR. HANIZA YON**  
Founder of Global Pystech



**MR. KIM SUNG SOO**  
CEO  
Ino Friends, S. Korea



**MS. LI ZENG**  
Manager of International Business,  
LENTIZ Education Group, Netherlands



**MR. VINCENT ONG**  
Operation Manager  
Vitrox Agritech



**MS. SAROJENI RENGAM**  
Executive Director  
Pesticide Action Network Asia Pacific  
(PANAP)



**MR. PETER JEN**  
Founder & CEO  
Noself AND Biologicals,  
Netherlands



**DR. TACO BOTTEMA**  
Sr. Business Development  
Consultant, NoSelf AND



**MR. ANTHONY ANDAYA**  
Export Manager & Business  
Development Specialist  
DECCO Italia



**MR. SM FAUZI**  
Field Advisor  
Picasynergy



**MR. PRAVEENKUMAR  
RAVINDRANATHAN**  
Sub-region head Indonesia,  
Malaysia & Singapore



**DR. A. LAKSHAMANAN**  
Managing Director  
IFFCO Nanovention



**DATO' WHITNEY HO**  
Chief Executive Officer  
Arise Consulting



**TS. MARIATINI OTHMAN**  
Vice President I,  
Technology Advisory Department,  
MTDC



**MR. EZY YAP**  
Founder & Managing Director  
Vigor

## Why Asia Smart Farming 2024?

1

### The Region's Premier Pesticide-Free Smart Farming Showcase

ASF is the top event for the agriculture and food industry, offering a platform for innovation and collaboration. It brings together farm owners, technologists, researchers, policymakers, F&B businesses, and investors to explore the latest advancements and network with industry leaders driving sustainable farming.

2

### Networking Powerhouse

ASF 2024 connects businesses, policymakers, funding organisations, academics, and media professionals, fostering partnerships and driving innovation in agriculture and food security.

3

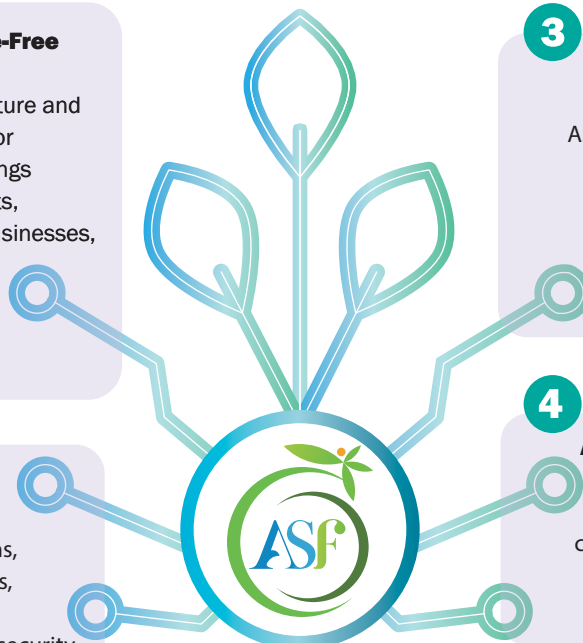
### A Booming Industry

ASF provides opportunities across the sustainable agriculture industry, covering sectors like machinery, technology, AI, agro-tourism, and logistics.

4

### ASF 2024 welcomes delegations-

from 26 countries around the world, promoting international collaboration and knowledge-sharing across key sectors.



# Event Program

DAY 1 (26 Nov)	DAY 2 (27 Nov)	DAY 3 (28 Nov)
<p>09.30 Arrival of Guest, Delegates, Member of the Media</p> <p>10.00 Arrival of VVIPs &amp; VIP</p> <p>10.10 National Anthem: Negara Ku</p> <p>10.15 Cultural Performance</p> <p>10.35 Opening Speech by MTDC Chairman: Y.Bhg. Tan Sri Rahman Mamat</p> <p>10.55 Message by the Founder &amp; Group CEO: Mr. RM Ravichandar</p> <p>11.15 Opening ceremony by: YB Dato Sri Mohamad B Sabu, Minister of Agriculture and Food Security. MOU Exchange</p> <p>11.35 "21st Century Global Innovative Food &amp; Security Funding Under SDG Initiatives &amp; Private Equity". - Dr. Hawa Charfaray &amp; Mr. Dennis O'Neil</p> <p>11.50 "The Power in Smart Agriculture". - Ms. Gina Jiang</p> <p>12.05 Press Conference <b>Lunch &amp; Business Networking</b></p> <p>13.35 "IP in Agriculture". - Mr. M.K Mohan K</p> <p>13.55 "Securing Sustainable Survivability: Managing New Challenges Ahead". -by: Y.Bhg. Dato' Wong Yew Kai</p>	<p>14.15 "AI and Behavioural Analytics for Sustainable Agriculture". - by: Dr. Haniza Yon</p> <p>14.35 <b>Tea break &amp; Business Networking</b></p> <p>15.05 "End-to-End Traceability Towards Food Safety". - by: Mr. Kim Sung Soo</p> <p>15.25 Holistic IPM As The Impactful Vehicle To Drive The Sustainable &amp; Profitable Agribusiness. - by: Ms. Li Zeng</p> <p>15.45 Panel Discussion 1: Farming Technology Towards Sustainable Development Goals". Moderator: Prof. Mohamad Thariq</p> <p>16.45 "Driving Next Level Farm Productivity". - by: Mr. Vincent Ong</p> <p>17.05 Summary of the Day by: Professor Loh</p> <p>17.20 End of day 1</p> <p>09.30 Arrival of Delegates</p> <p>10.00 "21st Century Pesticide-Free Farming - Empowering Farmers With Agroecology &amp; Soil Regenerative Best Practices". - Ms Sarojeni Rengam</p> <p>10.20 "The Powerful Breakthrough Of Self-DNA Discovery Technology For Sustainable Agriculture". - Mr Peter Jen, Founder &amp; CEO, Noself AND Biologicals, Netherlands.</p> <p>10.40 Presentation by Noself AND, Sr. Business Development Consultant: Dr. Taco Bottema</p> <p>11.00 "The Innovative Technology of Shelf-life Extension (Fruits &amp; Vegetables)". - Mr. Anthony Andaya and Mr. SM Fauzi</p> <p>11.20 "Reimagining Sustainability: Sustainable Agricultural Solutions from UPL". - Mr. Praveenkumar Ravindranathan (Sub-region head Indonesia, Malaysia &amp; Singapore)</p> <p>11.40 "The power of Nanotechnology for Crop Protection, Crop Nutrition and Environmental Remediation". - Dr. A. Lakshamanan</p> <p>12.00 "Digitalizing The Eco-system Of Farming Towards Sustainability". - Y.Bhg. Dato Whitney Ho,</p> <p>12.20 <b>Lunch / Business Networking</b></p> <p>13.50 Panel Discussion 2: "Creating a Total Ecosystem For Sustainable Agriculture". - Chaired by: Y.Bhg Tan Sri Abu Kassim</p> <p>15.20 High Level Forum: "Mindset Shift Towards Sustainable Agriculture For The 21st Century". - Chaired by Y.Bhg. Professor Dato' Dr. Aileen,</p> <p>16.20 Panel Discussion 3: "Natural Farming Towards Sustainability". - Moderator: Ir. S Kumar S Subramaniam</p> <p>17.20 Summary of the Day by: Y.Bhg. Tan Sri Abu Kassim</p> <p>17.35 End of day 2</p>	<p>12.50 <b>Lunch &amp; Business Networking</b></p> <p>14.20 Panel Discussion 6: "Empowering Farmers with Education and Certification for Sustainable Agriculture". - Chaired by: Professor Loh Teck Chwen,</p> <p>15.20 <b>ASF Award Ceremony 2024 &amp; Gala Hi Tea</b></p> <p>06.05 Closing Ceremony by Minister for Food Industry, Commodity and Regional Development Sarawak Y.Bhg. Dato' Sri Dr. Stephen Rundi Utom</p> <p>06.30 Group Photography</p> <p>16.45 End of Event</p> <p>09.30 Arrival of Delegates</p> <p>10.00 "Leveraging on MTDC Support towards Sustainable Agriculture". - Ts. Mariatini Othman, Vice President I, MTDC.</p> <p>10.25 "The Transformational Journey To Empower The Farmers Using Biological Control". - Mr. Ezy Yap,</p> <p>10.50 Panel Discussion 4: "National Smart Farmers' Day Holistic IPM Farming Towards Next Generation Agropreneurs". Chaired by: En. Sabri Salleh,</p> <p>11.50 Panel Discussion 5: "What are the goodies available for farmers under food security funding for budget 2025". - Chaired by: Mr. Razwan,</p>

"The event program is subject to possible changes without prior notice due to unforeseen circumstances beyond the organiser's control."

## Who Should Attend

- Officials from relevant Ministries, Government agencies,
- NGOs • Farmers & Growers • Agricultural technologies and service providers • Food retailers, wholesalers & manufacturers • Restaurants & Hotel operators • Food processing & packaging industries • Agriculture students
- Scientists, Researchers & Entomologist • Agri Banks, Investors & Funders • Logistic companies

## Why You Should Attend

- Presentation by industry experts from 26 countries.
- Networking opportunities - Delegates from 80 countries.
- Investment opportunities in sustainable farming.
- Latest government policies on agriculture and food security.





**Asia Smart Farming  
& FOOD SECURITY**  
EXHIBITION & CONFERENCE  
**2024**

**BANQUET HALL, UNIVERSITI PUTRA MALAYSIA (UPM)**  
26TH - 28TH NOVEMBER 2024






**Note:**  
Booths allocation is based on a first-come-first-served basis and upon full payment made. Booking of booth is allowed however payment must be made within 10 days (inclusive of public holidays and weekends), after which it will be released to other interested parties. The organiser reserves the rights to relocate or reassign exhibitor to another similar sized and dimension booth due to matters beyond the control of the organiser. However should the exhibitor decline relocation, a refund shall be made in full.

**SPONSORSHIP PACKAGES**

-  **DIAMOND**  
RM250,000
-  **RUBY**  
RM150,000
-  **EMERALD**  
RM75,000
-  **SAPPHIRE**  
RM50,000

**EXHIBITOR'S PACKAGES**

-  **PREMIUM**  
RM15,000 Backdrop, carpet, 1 reception, 4 power points, 1 discussion table with 4 swivel chairs, mist fan, 6 lights, 1 side cupboard, showcase
-  **SUPERIOR**  
RM10,000 Backdrop, carpet, 1 reception, 4 power points, 1 discussion table with 4 swivel chairs, mist fan, 6 lights, 1 side cupboard
-  **DOUBLE**  
RM9,500 Shell scheme, carpet, 2 tables, 4 chairs, 3 power points, 4 lights, mist fan
-  **SINGLE**  
RM5,000 Shell scheme, carpet, 2 tables, 4 chairs, 3 power points, 4 lights, mist fan



### Exclusive Global Strategic Partners



### Global Strategic Partners



**ABS Greentech**, a pioneers in the industry, we are committed to advancing Smart Agriculture and Holistic Integrated Pest Management (IPM) programs, transforming the future of food production.

Our strategy focuses on adopting Fourth Industrial Revolution (IR4.0) technologies in agriculture, accelerating the global shift towards pesticide-free farming. We offer comprehensive, end-to-end solutions from seed to market ensuring sustainability and innovation throughout the entire food production process.

Supported by the Malaysian government, our initiatives in Holistic IPM and pesticide-free farming position ABS Greentech as a pioneering force in the sector.

### Local Strategic SDG Partners



Please scan here to register your participation

Official IP Partner

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Supportive Organisation



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