



H.E. ABDULLAH MOHAMED AL MAZROUEI

President

FEDERATION OF U.A.E. CHAMBER OF COMMERCE & INDUSTRY

Riyadh, Al-Mutamarat District

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Riyadh

25 May 2023

Your Excellency,

INVITATION TO PARTICIPATE IN ASIA SMART FARMING & FOOD SECURITY 2023 (ASF 2023)

We would like to thank you for taking the time to go through this letter. We are delighted to inform **Federation of U.A.E. Chamber of Commerce & Industry** that **ABS Greentech Sdn Bhd** and **My Events International** will be organising the inaugural **Asia Smart Farming & Food Security 2023 (ASF 2023)** which will be taking place on **3rd – 5th October 2023** at **Malaysia International Trade & Exhibition Centre (MITEC), Kuala Lumpur, Malaysia**.

Asia Smart Farming & Food Security 2023 could not have been organised at a better time as the agriculture industry is booming and has projected opportunities to thrive in the international market. Malaysia holds enormous untapped potential for food production, and is an important supply for the wider region. A professional agriculture event like the **ASF 2023** will help build a stronger industry and will improve the reputation of producers in Malaysia in their export markets.

Asia Smart Farming & Food Security 2023 focuses strategically on **smart farming technologies** covering training for farmers on **Integrated Pest Management (IPM)** among other sophisticated technologies from world renowned agritech companies. The event will highlight the potential of smart farming technologies currently available to address the numerous challenges that our local farmers are facing such as:

- a) Limited access to technologies
- b) Lack of proper training
- c) Knowledge-gap on high-yield seeds
- d) Difficulty in getting financial assistance
- e) Overdependence on chemical pesticides
- f) Limited access to market
- g) Inefficient logistic facilities for perishables and others

Jointly Organised by



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ASIA SMART FARMING & FOOD SECURITY 2023 SECRETARIAT

📍 No. 73, Jalan TPK 2/8, Taman Perindustrian Kinrara,
47180 Puchong, Selangor, Malaysia

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ASF 2023 is a professional agriculture platform that comprises conference, exhibition, B2B meetings and awards night to appreciate the industry practitioners that have been putting their efforts into uplifting the agriculture sector. **ASF 2023** aims to create opportunities for local players in the agricultural sector to penetrate the export markets and to enable local farmers to thrive by providing them with the right knowledge. It also focuses on bringing all the local and international experts, industry players, producers, investors, innovators, policy-makers, financiers and other stakeholders all together to exchange knowledge and technical know-how, showcase their products, latest equipment and technology, and government authorities to discuss issues, share updates and policies under one roof.

In line with the vision of the Prime Minister of Malaysia, YAB Datuk Seri Anwar Ibrahim, to lower the price of raw materials while also touching upon the digitalisation and modern agriculture sectors in an effort to ensure the country's economy remains sustainable, **ASF 2023** will also put focus on this matter as one of the main highlights of the event. Another main focus as highlighted by the Prime Minister, Malaysia has an abundance of land and resources that have been neglected but have the potential to attract foreign investors with the right education and technology. By organising this event, it will uncover opportunities for foreign direct investments (FDI) and other benefits which will be beneficial to the future growth of the agriculture industry in the nation.

We sincerely believe your participation will make **ASF 2023** a huge success that will be reciprocally beneficial. Should there be any further clarifications, please do not hesitate to contact our secretariat officer, **Mr Veraj** at **+6017 390 0546** or email to veraj@myeventsinternational.com. Please find enclosed brochure for your kind consideration.

Thanking you in anticipation for the highest consideration accorded towards this request.

Yours sincerely,



TAN SRI ABDUL RAHMAN BIN MAMAT
Organising Chairman
Asia Smart Farming & Food Security 2023

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