

AGRION Slovakia

President report

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AGRION - Slovak Association of Agricultural Technology Suppliers

CLIMMAR
Congress
2018



PRAGUE
Czech Republic
4th – 7th October



Sales of agricultural machinery in 2030

- A lack of qualified employees in the field of agricultural machinery sales and maintenance in member companies.

AGRION's reaction?

- The creation and patronage (since 2017) of the AGROMECHATRONICS study program, which focuses on the sales and maintenance of machinery, and annual adjustments reflecting the qualitative and quantitative requirements of machinery suppliers.
- The development of training and education opportunities to suit the needs of both machinery suppliers as well as users.
 - The creation of a comprehensive education system and its evaluation.
 - Securing the material and technical requirements of such a system.

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Sales of agricultural machinery in 2030

- The expansion of farms and the concentration of agricultural property ownership will make the need for a wide spectrum of machinery suppliers lower. The concentration of land ownership will give rise to suppliers with a wide offer of machinery such as tractors.

AGRION's reaction?

- The number of relevant farms in Slovakia is decreasing while the area of land owned by holding companies is increasing.
This means that these holding companies will require a larger supply of inputs.
- AGRION needs to be ready for reductions in the size of its member base. Changes already occurred this year when two well-established machinery suppliers in Slovakia closed their businesses over the course of six months.
- In the future, there will be larger and stronger machinery suppliers with a few (2/3/4) brands of tractors in their portfolio who will offer farmers a full range of machinery.
- AGRION will have to fully adapt to the requirements of these large companies and learn how to satisfy their needs.

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Sales of agricultural machinery in 2030

- Changes in farmers' habits (in connection with a generational shift) and a decreasing interest of farmers and, as a result, machinery suppliers in exhibitions.

AGRION's reaction?

- Slovak agriculture is expecting a significant generational shift, which will result in an increasing focus of young clients on modern technology. We need to be active and well-prepared.
 - Convenience. We can already see that customers contact us with faults and repairs that they would be willing to repair by themselves some years ago. Nowadays, even simple maintenance is done by our maintenance workers – a trend that is expected to further increase in the future. This will put pressure on the volume and quality of maintenance services.
- Motor shows around the globe have been recording a decreasing interest on the side of clients, which results in a lower interest of exhibitors. Machinery exhibitions can expect a similar fate since the industry will take on young people who do not need to attend an exhibition in order to buy machinery because they can find the necessary details on YouTube, online forums, etc. Our association aims to organize a specialized exhibition every two years, thus adapting to current trends.

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