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New Holland Participates in 2013 Agrievolution Forum on Global Food Security and Farm Machinery

- *New Holland presents its views on mechanization trends in Europe and the Middle East at the Agrievolution Forum*
- *New Holland, platinum sponsor of the EIMA AgriMach India trade show, showcases its product offering at the international exhibition*

New Holland Agriculture took part in the 2013 Agrievolution Forum, held on December 5 and 6 in New Delhi, India, which focused on global food security and farm machinery. The Forum, which was the 4th World Summit on Agriculture Machinery, was hosted by the Federation of Indian Chambers of Commerce and Industry (FICCI) in conjunction with EIMA AgriMach India and gathered key agriculture stakeholders, decision makers and influencers from around the world to identify issues in today's world agriculture and share solutions for the future.

"Agriculture today faces new global challenges," commented Carlo Lambro, Brand President of New Holland Agriculture. "Farmers need to provide for the food and energy needs of the world while preserving natural resources. As agricultural equipment manufacturer, at New Holland we believe we have an important role and a responsibility to help them achieve this difficult balance. By participating in events such as this Forum, enables us to create links with official institutions and key stakeholders in world agriculture and contribute to identifying solutions to address the challenges of the 21st century."

The second day of the forum, Lodovico Tarabini, Business Director Middle East, made a presentation on the agricultural mechanization trends in Europe and the Middle East, highlighting how mechanized agriculture today must focus not only on productivity and efficiency, but also on the impact of technology on the environment and on people. He explained how New Holland's Clean Energy Leader® Strategy aims to address energy poverty and reduce emissions, while supporting the development of a sustainable agriculture with the right equipment and the promotion of farming practices that minimize waste and soil deterioration while optimizing productivity.



PRESS RELEASE

The two-day Forum was organized on the occasion of the EIMA AgriMach India show, of which New Holland is Platinum Sponsor. New Holland was also present at the exhibition with a stand (outdoor stall no.6) to showcase its wide product line, including a selection of tractors manufactured at its production plant in Greater Noida, India.

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com



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