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## **New Holland sponsors Sustainable Innovation Forum 2014 held in conjunction with COP 20**

- *New Holland is Gold Sponsor of the Forum, organised by Climate Action in partnership with UNEP*
- *New Holland participates in the Innovative Emission Reduction II panel discussing the sustainable growth of energy and efficient use of water and land*

New Holland Agriculture supported for the third year, running as Gold Sponsor, the Sustainable Innovation Forum, which was held in Lima on December 9 in conjunction with the COP 20 UNFCCC Conference of the Parties, alongside the Lima Climate Change Conference. New Holland also took part in the Innovative Emission Reduction II panel, with Carlos d'Arce Junior, Marketing Director for the Latin America Region as a panellist.

### **New Holland is Gold Sponsor of the Forum, organised by Climate Action in partnership with UNEP**

New Holland confirmed once more its commitment to a viable, sustainable future with its Gold Level sponsorship of the Sustainable Innovation Forum 2014. Organised by Climate Action in partnership with the United Nations Environment Programme (UNEP), the Forum is an annual event that provides leaders from business, government, finance and NGOs a platform to generate a lively and productive debate, catalyse sustainable innovation and mobilise the green economy.

New Holland is an established sponsor of high profile conferences on environmental issues. This reflects its belief that agriculture can have a major impact on global sustainability and that, as an equipment manufacturer, New Holland has a responsibility in addressing this issue – a belief that is at the root of its Clean Energy Leader strategy that aims to support a sustainable development of agriculture through increased productivity, rural economic development, food security and the promotion of local production of equipment, together with the reduction of the environmental footprint of agriculture through the adoption of sustainable farming practices and lower machinery emissions.

“Today we all face a daunting challenge: feeding a planet with a population that is projected to reach 9 billion less than 40 years from now while preserving natural resources and dealing with Climate Change,” commented Carlo Lambro, New Holland Agriculture Brand President. “At New Holland we see it as an opportunity to contribute to the creation of a sustainable agriculture that enables us to preserve our precious natural resources for future generations.”



PRESS RELEASE

**New Holland participates in the Innovative Emission Reduction II panel discussing the sustainable growth of energy and efficient use of water and land**

Carlos d'Arce Junior, Marketing Director for the Latin America Region, explained at the Innovative Emission Reduction panel how technology and innovation can be used to make the most of scarce resources of energy, water and land, maximising efficiency in farming and reducing its environmental footprint.

"Sustainable agriculture is very much about doing more with less, minimizing waste and reducing the overall impact of its activities on the environment," commented Carlo d'Arce Jr. "Technological innovation in farm mechanization is crucial in achieving this goal. Technology enables us to develop high productivity equipment to maximize the efficiency of cultivated land, reduce waste, conserve natural resources and dramatically reduce emissions and the general environmental impact of farming. Through technological advances, agriculture has progressed enormously."



PRESS RELEASE

*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](http://www.newholland.com)*

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