



Preface

Dear Business Partners,

I hope all of you and your families are well. We are all going through difficult times with unprecedented challenges. Nevertheless, the Corona Virus does not stop crops from growing and the farming community all over the world has never really stopped doing their field work. Despite all lock downs and other obstacles you have continuously supported our customers in the field. We want to take this opportunity to thank you and your teams for the dedication and hard work during the past months.

The CLAAS factories have also been impacted by government shutdowns, too. Today all factories in Europe and China are fully back in operation. However, we experience certain shortages of shipping capacity to Asia, which might cause shipping delays. Of course our logistic teams are working on solutions to avoid such delays. Our parts supply is not impacted however.

Since travelling in the region is currently restricted and might be restricted for some time to come, CLAAS has developed new online formats to inform you, our customers and employees about new products and technologies. In Asia, we have just started with a series of Webinars on Agricultural Technologies, that will continue every Friday for the next weeks. We are also working on a new online product-launch platform, that will allow you to virtually experience our new products.

I am looking forward to meeting you at one of these events online! And hopefully in person, soon. Until then, please stay healthy.

All the best,



Jens Oeding



Dr. Jens Oeding

Regional President Asia
CLAAS Global Sales

Christian Radons takes on global sales responsibility.

Christian Radons will be joining the Group Executive Board at CLAAS with responsibility for the global Sales and Service division. He has been part of the CLAAS Group for around 20 years. Radons has been leading the sales region of Western Europe and Oceania as Regional Managing Director since October 2017 and has also led the sales region of Africa and the Middle East since 2019. He succeeds Bernd Ludewig, who will take on new activities outside the company.



CLAAS shareholders' committee.

Generation change in the CLAAS Shareholders' Committee: Helmut Claas held the position of Chairman of the Shareholders' Committee for 25 years. Now he becomes Honorary Chairman. Cathrina Claas-Mühlhäuser was chosen as the new Chairwoman and takes over the role from her father. The transition to the third generation is now complete. The Committee sets the strategic direction of the family business and works closely with the Group Executive Board.

CLAAS Virtual Training for Sales Partners in South East Asian Region, Pakistan and Sri Lanka.

The corona virus pandemic still continues around the world, but businesses have to keep running. In order to minimize human contact and still provide high level support to CLAAS partners, the CLAAS team has set up the virtual training sessions for our partners in the South East Asian region, Pakistan and Sri Lanka. These sessions are aiming to supply our partners with updated product information to continue providing the best support for our customers. We have also included some updates in our Trends E-newsletter, you can continue reading in the CLAAS Product Highlights.





Product Highlights

“Corn harvesting operation with CLAAS machines – the complete solution to ensure a better harvest for your farm.”

CLAAS is one of the world’s leading manufacturers of agricultural machinery. Ever since it was established over a hundred years ago, this family business has developed not only technology, but also solutions to continuously enhance the efficiency of the harvesting process. The wide range of CLAAS combine harvesters offers multicrop solutions for various markets, no matter if you grow rice, wheat or other grain crops such as corn and beans. You can be confident with the CLAAS combine harvester as your true partner during the season which will help you obtain the best possible harvest results.

How CLAAS machines help you in corn operation? Check it out!

 Watch Video

				
Land Preparation	Planting	Harvest	Logistic	Residue Management
				



CLAAS Tractor working in Seed Potatoes field

“My name is Thong-in Kanta and my hometown is in the Mae Taeng District. Currently I am working for Pepsi-Cola (Thai) Trading Co., Ltd. growing seed potatoes. These will be distributed to farmers to grow potatoes for the productions of chips or as we know them as fried potatoes. This land was originally purchased by the company with a policy of creating a potato farm. At first, some Westerners attempted farming here but failed because they did not understand Thailand's climate. Before planting potatoes, we have to grow rice in the field. Soil microbes are eliminated in rice fields because of the immersion in water. After the immersion, we need to cultivate some plants to be used as organic fertilizer for the soil. Those plants can be sesbania, sunn hemp, corn stalk or rice stubble.

I have driven almost every tractor brand, but after I tried CLAAS, I fell in love with this machine. The tractor's high ground clearance allows me to plow the field freely without damage and the oil seals at the wheel are more robust. Both the PTO system and forward-reverse transmission are more agile and easier to use. I can also select the right PTO speed to suit the ground clearance (PTO 540/540ECO/1000.) If the rotary system encounters soil clods, a simple shift to higher PTO speed will fine grind the soil. In case of sandy soil, the tractor can run efficiently in the economy PTO setting which reduces the fuel consumption. Rotary tilling in standing paddy water, dry soil rotary tilling, any plant grades from corn stalk to rice stubble



Mr.Thong-in Kanta
Farmer and Field Manager of Seed Potatoes plantation
Chaiprakran, Chiang Mai, Thailand.

ridging, all these need CLAAS to finish the work to produce a fine soil. It is a very good investment and if you ask me, I am quite happy with this machine. To increase yield, many factors need to be considered. Soils, fertilizers, a lot of other things. Management also plays an important part in the final yield of the crop. Good management with understanding of the system will result in a high yield, saving both our time and cost such as the utilization of tractors instead of using a lot of manual labor force. You must have the passion in you. No passion, no success. If we are passionate about the work we do, have a deep connection with it and love it, it will be our pride and it will be more than enjoyable at the same time. It is fun and satisfying simply because we are doing it; not to mention that the by-product of money constantly improves our well-being.”

 [Watch Video](#)



Burmese Corn Farmer who harvest corn with CROP TIGER 40 & M460 corn header

“I live in Kyan Bo Village, Kin Poon Tan group, Tatkon Township, Naypyitaw. We have not had any corn harvesters in this area before, it was all harvested manually. Usually, we are threshing the cobs stationary which results in cracked kernels and reduced quality. Due to this, the revenue for over crop decreased overall. Now that we are using the corn harvester, the quality has increased significantly with less cracked kernels. Now with the harvester, kernels are not cracked and resulted in natural shape, so I think the corn merchants will prefer this over the manual stationary threshed grain.

 [Watch Video](#)

CLAAS People

Darian Schenk
Regional Manager and Team Manager

“Hello, I am Darian, Regional Manager for South East Asia and since October 2019 in addition Team Manager for the CLAAS Regional Center in Bangkok. I professionally started 2012 in CLAAS but have been in touch with the company and brilliant products many years before while operating CLAAS machines in Germany. Furthermore, my father is also belonging to the seed-green family.

After nearly three years in Bangkok, I am still impressed with the huge variety of agriculture in our region! My target is to keep on pushing forward, strengthen existing markets and creating new sales channels to always provide the best solution for our customers – together with our outstanding sales partners in Asia.”



Jens Striewe
Product Specialist Asia

“My name is Jens Striewe and I am working together with CLAAS since the hundred year company anniversary in 2013. After the first few years in our production company, I have changed to our German sales company in the beginning of 2018. I was working there for almost two years in the sales support department. In the last quarter of 2019, I changed to our international sales company CLAAS Global Sales. After three months of successful introduction of our new LEXION Combine harvesters to the Australian market, I am working now since the beginning of this year as a Product Specialist in Asia. I am also based together with the team in our CLAAS Regional Center South East Asia in Bangkok – Thailand.

My main area of responsibility is to support our customers in any kind of product related questions. It does not matter if it is about strategic focus in the planning or orientation phase when purchasing new machines or about technical aspects where more detailed product information is required. I am happy to be a part of this team and to support the Asian market with my CLAAS and agricultural knowledge. I am looking forward to our first contact.”



Kruewan Thong-om
Market Research and Marketing Manager

“Hello CLAAS customers and CLAAS fans. My name is Kruewan Thong-om, Market Research and Marketing Manager for CLAAS Regional Center South East Asia, which is responsible for South East Asia, East Asia and Pakistan. I have been working for CLAAS almost six years now and I am still motivated to serve our customers to achieve the best solution for their agribusiness.

CLAAS entered to South East Asia since 2012 but exists in Europe more than a hundred years, which is a long company history where a lot of experience with agricultural machines was collected. As a member of family who grew up in agricultural sector in Thailand, a part of South East Asian region, I do expect that people in agricultural sector in this region will access to modern farming technologies and increase their competitiveness in the world market. As one of CLAAS team, we share same goals - to be your best solution provider and ensuring a better harvest.”



Laddawan Sukavalli
Office Manager

“Hi, I am Laddawan, Office Manager for CLAAS Regional Center South East Asia. I have been with CLAAS since the beginning of 2012. I have been through hard times and faced all the challenges together with the team here during our continued growth in the South East Asian region. Even though my main responsibilities are in back office tasks, I do my best to support our team and our customers to get premium services so we will continue to grow together.”



CLAAS People

Marcus Schmidt

Service Inspector

CLAAS Service and Parts GmbH (Service)
South East Asian Region, UAE and Oceania

"Hi, my name is Marcus Schmidt and I am the CLAAS Service Inspector. Since 2006, I am working for CLAAS in Germany when I started as Service Engineer to support CLAAS products in the field worldwide. Since 2013, I became a CLAAS Service Inspector for the South East Asian Region, where we support our CLAAS customers with the local service team. My task is to build up the service teams at our Regional Center and importers in order to ensure that the support for our customers is given. This includes training planning, trainings for products, service applications, product performance monitoring and warranty processing. Our goal is to provide FIRST CLAAS SERVICE to our customers in the region."



Panupan Pakdeekaew

Service Engineer

"I have been with CLAAS for almost two years now since I joined in July 2018. My responsibility is helping and supporting our importers or dealers in Thailand, Myanmar, Cambodia, the Philippines, and Indonesia in order to setup professional services, especially support our partner technician team to provide the best possible service to our customers in the South East Asian Region.

My goal is to ensure that our CLAAS machines perform at their maximum performance at all time, serving the best to our customers with best experience and create a sustainable growing business for them."



Wuttiwut Tudsri

Service Engineer

"Hi together, my name is Wuttiwut Tudsri, thirty-two years old. I am working for CLAAS already two years now as a service engineer by supporting our South East Asian importers in technical questions and on the field. I always try my best to provide the best technical help so we can fix problems efficiently and resolves issues quickly to get the machines running again."



Lukas Viebrock

Product Support

"My name is Lukas Viebrock and I support the CLAAS Regional Center SEA in Bangkok as a working student. I am currently pursuing my master's degree as an international student in Bangkok after finishing my bachelor's degree in mechanical engineering in Germany. Growing up on a family farm in Germany has formed my passion for agriculture, which has led me to interesting opportunities at CLAAS. I have now been with CLAAS for two years in multiple internships at the headquarters in Harzewinkel and around South East Asia. Supporting several projects such as the QUADRANT 4200 sugarcane baling in Thailand, the first trial of the CHUNYU corn picker in the Philippines and the 1st Agritechnica Asia Live in Myanmar, has grew my interest for the diverse agriculture in South East Asia. I am looking forward to assisting you in technical sales questions and in the operations of our machines in the field."



CLAAS Events - Save the Date for Agritechnica Asia 2020 : 14-16 October 2020 at Bitec Bangna
Meet CLAAS at booth no. E10

For Thai click here/ภาษาไทย อ่านเพิ่มเติมได้ที่ >

www.claas.co.th

Tel.: +662 726 9668

Fax: +662 726 9669

