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News Release

Bayer Endorses Modern Agriculture Technology and Innovation at the Pakistan Horticulture Expo 2019

Lahore, January 22, 2019 – Bayer Pakistan Crop Science division participated in the Pakistan Horticulture Expo 2019, organized by the Government of Punjab from January 21 to 22, 2019 at Expo Center, Lahore. The expo was organized to help transform Punjab into a melting pot for worldwide business dealing with fresh and processed fruits and vegetables, and provide growers, processors and exporters an opportunity to develop national and international linkages.

The two-day event consisted of more than 100 exhibits by agriculture technology and input providers, fruit and vegetable processors, wholesalers, retailers, exporters and various government and non-government organizations. Over 25,000 visitors attended this edition of the expo, including foreign delegates and prospective buyers.

Speaking to visiting delegates, Bayer Crop Science division's Government Affairs Lead, Azeem Niazi, explained that, "Considering the challenges relating to food security, it's time we embrace more technologically advanced approaches to agriculture that will allow us to produce food for a growing population in a sustainable way."

"It was encouraging to see that modern technology adoption remained a prominent theme of the Expo. For a company that spends billions of Euros on research and development globally, a firm commitment to promote technology in agriculture was highly encouraging." Niazi further added.

As part of the Expo, a conference was also held where eminent speakers from the food and agriculture sector of Pakistan addressed issues facing the country's agriculture sector, trends and opportunities, and the way forward.

About Bayer

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At the same time, the Group aims to create value through innovation, growth and high earning power. Bayer is committed to the principles of sustainable development and to its social and ethical responsibilities as a corporate citizen. In fiscal 2017, the Group employed around 99,800 people and had sales of EUR 35.0 billion. Capital expenditures amounted to EUR 2.4 billion, R&D expenses to EUR 4.5 billion. For more information, go to www.bayer.com.

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