



Leading AGCO's display at NAMPO 2023, one of the largest agricultural exhibitions in Southern Africa, will include a range of breakthrough products. The display by the leading global manufacturer and distributor of agricultural equipment will be supported by international specialists from various AGCO factories across the globe, where all AGCO products for Africa are made. Visitors will have the opportunity to connect with local AGCO experts responsible for various AGCO products on the stand.

AGCO has announced its state of readiness to connect with customers on more than a transactional level at NAMPO 2023, which takes place from 16 to 19 May 2023 at Bothaville in the Free State. It will see AGCO showcase its latest products and innovations to visitors from all over the region.

Massey Ferguson products on display

The focus at NAMPO 2023 will be the unveiling of MF equipment new to the Southern African Development Community (SADC) region, including an upgraded self-propelled sprayer, its established hay tools and a brand-new MF combine harvester.

Both Low Horsepower (LHP) and High Horsepower (HHP) tractors will be on display, including a specialised orchard model. Under the LHP segment, the MF 4700, MF 5700, and the MF 6700 series will take centre stage. With this straightforward and dependable tractor range, Massey Ferguson has taken the concept of the sub-130 hp tractor and re-engineered it from the ground up to meet the needs of present and future farming.

Fendt products on display

"We will also have a full fleet of Fendt tractors and our most advanced Ideal combine harvester with significant upgrades to demonstrate the full benefits to the modern and technologically connected farmer who wants to get the best out of his equipment and add value to his farming operation," says Dr. Dominik Reus, Managing Director, Africa at AGCO.

AGCO's Smart Farming

AGCO's hi-tech Fuse® Smart Farming solution will

Latest Massey Ferguson, Fendt products and innovations from AGCO on display at NAMPO 2023

also have a dedicated space within the AGCO building. Fuse® Smart Farming is an open platform consolidating the broader developments in agricultural technology, allowing farmers to take their operations to new levels of productivity and efficiency while conserving resources for generations to come.

AGCO Connect (MF Connect and Fendt Connect)

AGCO Connect allows machine data to be used to make informed operational decisions about equipment performance and preventative maintenance. MF Connect comes standard with a five-year free subscription on all new purchases of a new MF 8700 S model and as an optional extra for the MF 7700 S Models. As for Fendt, Fendt Connect is standard on all machines. This service gives you the advantage of:

- Real-time monitoring on the status of your tractor
- Notifications for upcoming services
- Early detection of faults and preventive maintenance
- Fully connected to your Fendt dealership so it can keep tabs on your equipment.

The new building represents a significant investment and the confidence that AGCO has in the African market. Its sleek and futuristic design reflects the technology and innovation underpinning the MF and Fendt brands.

"NAMPO is an important platform for us to showcase our commitment to the local agricultural community, introduce the latest technology to increase productivity and efficiency for farmers. It shows that our offering and investment in the agricultural market is significant, future-focused and speaks to our organisational strategy to connect with our customers in a more dignified and meaningful manner," says Dr. Reus.