

Serving Africa from Africa: AGCO opens Africa headquarters in Johannesburg

Martin Richenhagen, President, Chairman and CEO of AGCO, Your Agriculture Company, officially opened the company new Africa headquarters in Johannesburg on 21 May 2018. According to Richenhagen, Africa plays a pivotal role in feeding the world's growing population.



From left to right: Nuradin Osman (AGCO Vice President and General Manager Africa), HE Emmanuel Mwanba (High Commissioner in South Africa - Republic of Zambia), Martin Richenhagen (AGCO, Chairman, President, CEO) and Gary Collar (AGCO Snr Vice President and General Manager, Asia-Pacific and Africa)

"With global sales of \$8.3bn, AGCO is making major investments in Africa to engineer food security and support sustainable productivity through technology and innovation," explained Mr Richenhagen. "As a 'first mover' in innovation, we are meeting the challenge to grow more food with fewer resources head-on."

The opening of the new HQ in Johannesburg is just part of AGCO's continually developing infrastructure on the continent which has also seen the establishment of a parts warehouse, the [AGCO Future Farm and Training Center](#) in Zambia and a joint venture to produce tractors in Algeria. Most recently, the company launched the new AGCO Agribusiness Qualification (AAQ), an accredited two-year [agribusiness programme](#).

In a further significant move, the company is poised to develop its involvement in the Agri-Parks project, the networked innovation system of agro-production, processing, logistics, marketing, training and extension services. "With AGCO's wide-ranging products, services and expertise, we are perfectly placed to make a valuable contribution to this exciting initiative in agricultural production and rural economic transformation," commented, Nuradin Osman, AGCO vice president and general manager Africa.



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"The company's approach to 'serve Africa from Africa' is central to our strategy to accelerate and deepen agricultural growth on the continent. Africa – your time is now," said Gary Collar, AGCO senior vice president and general manager Asia-Pacific and Africa.

Richenhagen said, "Meeting key stakeholders in Africa's agricultural advancement was a great opportunity for me, and as a business, we are committed to Africa and will be available to add towards initiatives that ensure that agriculture is done differently, in order to contribute towards economic growth and job creation."

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