

Zoomlion Agriculture Machinery Global Trade Conference fosters Agricultural Machinery Development

06 December 2023 | News

Zoomlion Heavy Industry Science & Technology Co., Ltd. organized the 2024 Zoomlion Agriculture Machinery Global Business Conference in Changsha, November 28-29. The event attracted nearly 1,000 distributors, including more than 140 international representatives from more than 20 countries.



Zoomlion Heavy Industry Science & Technology Co., Ltd. organized the 2024 Zoomlion Agriculture Machinery Global Business Conference in Changsha, November 28-29. The event attracted nearly 1,000 distributors, including more than 140 international representatives from more than 20 countries.

During the conference, participating distributors had the opportunity to take a close look at Zoomlion Agriculture Machinery's cutting-edge equipment collection, consisting of 51 models across 12 categories. The product range covered the entire agricultural process from plowing and planting to harvesting, straw processing and drying. The innovative nature and advanced technology of these products were highly appreciated by visitors.

“Zoomlion is poised to create a new paradigm in technology, product development, team building and market expansion,” said Zhan Chunxin, CEO of Zoomlion. “We are committed to fully leveraging the power of Internet-based thinking to innovate innovative development models. Our goal is to establish a world-class agricultural machinery and equipment center.”

In the field of technology and product innovation, Zoomlion has leveraged the resources of construction machinery, and developed key product lines in the field of agricultural machinery, including tractors and equipment for rice and corn. Technologies such as renewable energy, digitalization and artificial intelligence from its construction machinery segment have been transferred to its agricultural machinery. This approach has created a range of high-end, intelligent and environmentally friendly products that meet the needs of the industry. Zoomlion Agriculture Machinery covers 15 main

categories, encompassing the entire agricultural cycle.

In terms of production capacity, quality, marketing and services, Zoomlion Agriculture Machinery division has assembled a dedicated team of more than 2,000 experts, specializing in research and development, sales and services. The company has established an extensive network that extends from China to more than 70 countries and regions around the world.

The company's innovative overseas business model focuses on end-to-end solutions and digital integration, which has contributed to an increase in overseas revenue of more than 100% year-on-year. Zoomlion Heavy Industry has diversified into construction machinery, intelligent agricultural machinery and innovative building materials. The company has invested heavily in a state-of-the-art construction machinery manufacturing center.