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XAG launches first authorized service center in Thailand with Chia Tai

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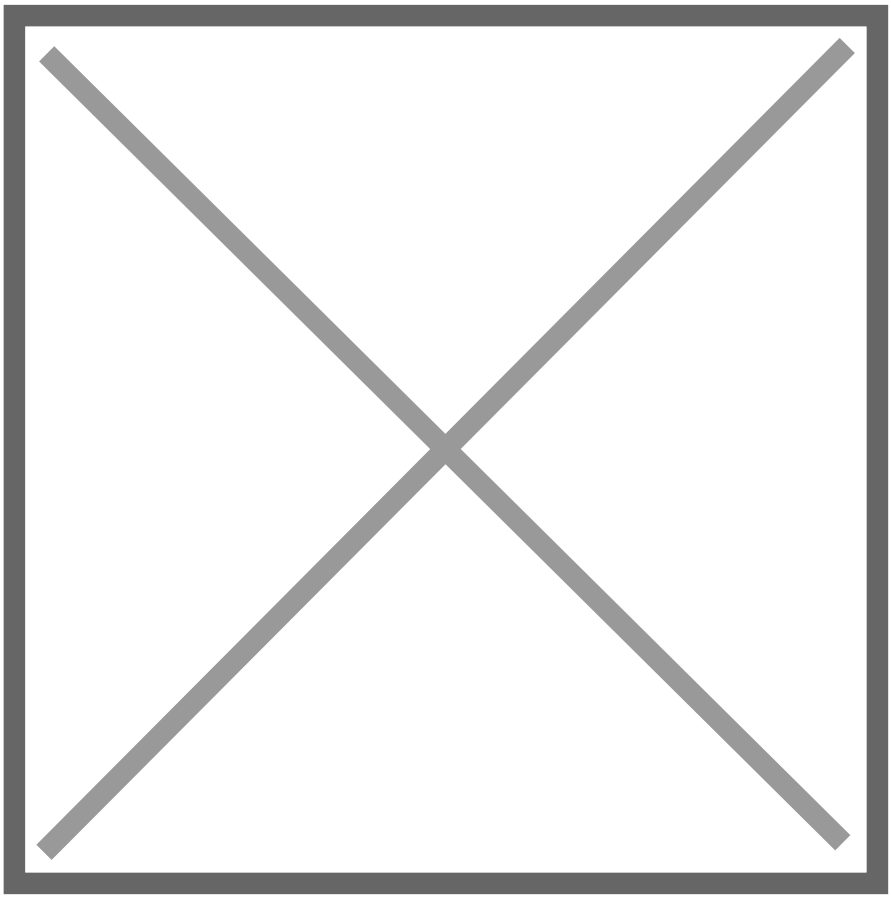
XAG has officially opened its first Authorized Service Center in Thailand (and Southeast Asia), in collaboration with Chia Tai, offering professional repair and maintenance services for agricultural drones and smart farming equipment. Located in Bang Nam Priao District, Chachoengsao Province, the XAG Thailand Service Center is a key component of the "Chia Tai Experience" initiative, which aims to empower Thai farmers with advanced agricultural solutions.

The launch of the Chia Tai Experience represents a significant milestone following the signing of Memorandum of Understanding (MOU) between three leading partners: XAG, Chia Tai, and Yanmar S.P. This alliance reflects a shared commitment to developing smart agriculture solutions that will improve cultivation efficiency, promote job security and strengthen the resilience of Thai farmers. By integrating agricultural knowledge, high-quality products, state-of-the-art technology, reliable services and crop management consultation, the collaboration seeks to deliver tangible benefits across the farming community in Thailand.



XAG P100 Pro Agricultural Drone

As part of this joint effort, XAG provides autonomous agricultural technologies alongside comprehensive training and after-sales support. In collaboration with Chia Tai and Yanmar S.P., XAG helps enable a solution that addresses every stage of the agricultural process â?? from land preparation and cultivation to farm management and harvesting.

The XAG Thailand Service Center plays a vital role in supporting Thai farmers' day-to-day drone operations, such as direct seeding, plant protection spraying and fertilizer spreading. With localized services and technical expertise, it helps minimize costly downtime, ensures consistent operations, and equips drone pilots and farm owners with the knowledge and tools to work more efficiently and confidently.

Since 2023, XAG has partnered with Chia Tai, Thailand's leading innovative agricultural company, to introduce a range of precision farming equipment including XAG agricultural drones, autopilot consoles and smart fertigation systems. The "Chia Tai Experience" is now established as part of Chia Tai's new role as a solution provider, with the mission of "Transforming Thai Rice Fields into Fields of Gold." It promotes sustainable agricultural practices, serves as hub for training and knowledge sharing, and hosts both the Drone Academy and XAG Thailand Service Center.

Manas Chiaravanond, Chief Executive Officer of Chia Tai Company Limited, stated that the Chia Tai Experience has a crucial goal of creating sustainable collaboration to support farmers, especially rice farmers, who are the heart of the Thai agricultural sector, in becoming professional farmers through the development of various knowledge and skills. This will help transform traditional agriculture into a stable profession, attract the younger generation back to farming, and enhance the quality of life for farmers in every dimension.

As one of the world's leading rice producer, Thailand exported 9.95 million tons of rice in 2024, marking a 13% increase from the previous year and the highest level in six years. To stay competitive in the long term, smart agriculture solutions will be key to helping Thai farmers enhance productivity, manage production costs and achieve higher yield targets.