

CNH Partners with Pidthong Lang Phra Foundation to advance rural development in Thailand

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Under this three-year cooperative framework, CNH provides agricultural equipment—including tractors, front blades, ploughs and harrows, to support community-led development initiatives. In parallel, CNH delivers structured theoretical and practical training to the Foundation's field personnel, ensuring safe operation, maintenance, and effective use of the equipment.

"This partnership brings together CNH's agricultural expertise and the Foundation's strong local presence. Beyond equipment, the focus is on building practical capabilities that support long-term productivity and sustainable rural development," said Mark Brinn, Managing Director for Southeast Asia and Japan at CNH.

The Pidthong Lang Phra Foundation, which operates across 33 provinces to systematically implement Royal Initiative development frameworks, oversees the localized deployment of the machinery. All equipment supported under this MOU will be dedicated to public, non-commercial use, supporting water resource management, environmental preservation, and sustainable income generation for rural citizens.

Access to modern agricultural machinery and technical expertise strengthens our ability to implement development initiatives effectively at the community level. This collaboration supports a more structured and sustainable approach to land and water development across our target provinces," said Krissada Boonrach, Chairman of the Board of the Foundation.

The partnership is supported by joint oversight, including regular reviews and field reporting, to ensure maximum transparency, efficient resource use, and long-term operational continuity.