

CEMA SUMMIT 2021

THE IMPACT OF COVID-19 ON THE AG MACHINERY INDUSTRY & AGRICULTURE

APRIL 14TH 2021



CLAAS

COVID-19:

**THE
BLACK SWAN**

**SHORT TERM
DISRUPTION
VS. LONG TERM
TRANSFORMATION**

**THE OLD VS.
THE NEW
NORMAL**



COVID-19:

**BURNING GLASS &
CATALYZER FOR
FUNDAMENTAL
TRENDS**

SUPPLY CHAIN

**DIGITALIZATION &
INNOVATION**

SUSTAINABILITY



SUPPLY CHAIN:

**INCREASING
STOCK**

**LOCAL &
MULTIPLE
SOURCING**

**TRACEABILITY &
TRANSPARENCY**



**DIGITALIZATION &
INNOVATION:**

**FARM &
FIELD
MANAGEMENT**

**SMART
FARMING**

AUTOMATION



SUSTAINABILITY:

**MINDFUL
CONSUMPTION**

**PLANT
BASED PROTEIN**

**ORGANIC
PRODUCTION**



COVID-19:

**CHALLENGE
BUT ALSO
OPPORTUNITY**

**BURNING
PLATFORM
TO DRIVE
CHANGE**



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