

# Taking ASEAN Farming into the Digital Era

DISCOVER HOW...





We have farmers across  
ASEAN who **produce and  
supply food staples that are  
delicious and nutritious!**





However, the **COVID-19** pandemic has led to:



**1** MARKET CLOSURE



**2** FOOD SUPPLY CHAIN DISRUPTION IN THE REGION

**By adopting digital technology, farmers and customers can optimise complex supply chains.**

How can farmers adopt  
**DIGITAL TECHNOLOGY?**





**With innovative solutions, like AgromelQ from Brunei Darussalam, we are breaking down the barriers for ASEAN farmers to make farming smarter.**



**From farm to table, we believe digital innovation holds the key to a better quality of life, for producers and consumers alike.**





**Innovative and cost-effective tools  
that can help farmers in ASEAN  
to improve their livelihoods!**



**TRAINING &  
CONSULTANCY**



**BUSINESS  
INTELLIGENCE &  
ANALYTICS**



**TASK MANAGER &  
REAL-TIME  
MONITORING**





# The Master Plan on ASEAN Connectivity (MPAC) 2025 unlocks more opportunities!



**By encouraging more farmers to adopt technology & data analytics in the digital world to support growth.**

Learn more at <https://connectivity.asean.org/> #MPAC2025

This content is supported by



implemented by:

**giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH