



# Addressing rapid urbanization and a labor shortage in rural areas in Asia

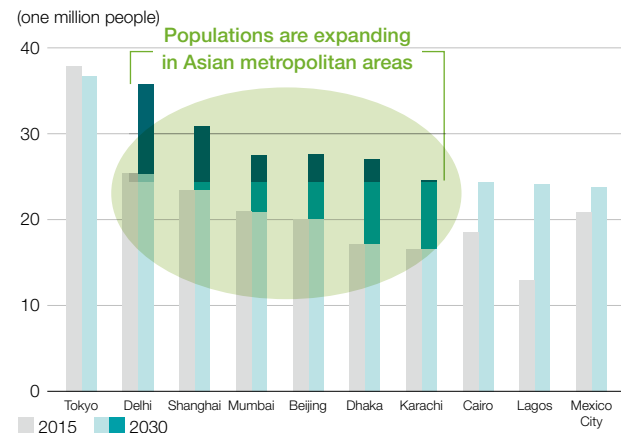


Large-scale water pipeline and water treatment facility construction in Chittagong, Bangladesh's second-largest city. (Total pipe length of about 100km, with project completion expected in October 2019.)



Instructions for the operation of rice transplanters in Vietnam

## Population trends for the world's 10 largest metropolitan areas (2015-2030)



Seven of the top 10 metropolitan areas are in Asia, with each showing strong growth.

\* Metropolitan area: a city with a population of at least 10 million people  
Source: Kubota Corporation, based on UN data

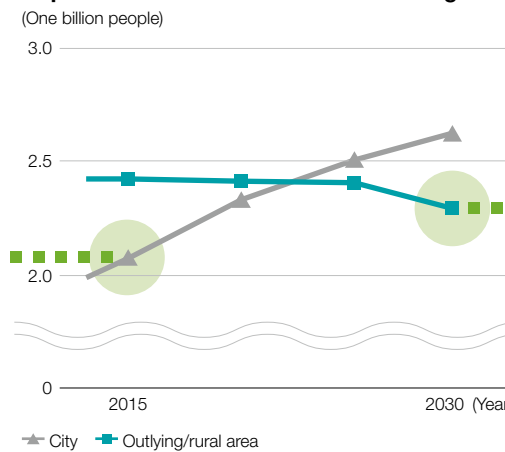
## Global challenges expected through 2030: Asia edition

Asian countries are seeing explosive population growth and accelerated economic development.

Metropolitan populations are expanding as people move from rural to urban areas in search of prosperity.

There is an urgent need to develop urban infrastructure, with sewers being one such example.

## Population trends in Asian cities and regions



As urbanization in Asia progresses, populations in outlying and farming areas are declining.

Source: Kubota Corporation, based on Asia Development Bank data

## Global challenges expected through 2030: Asia edition

People are moving from rural areas to urban areas in search of prosperity.

This is contributing to a decline in populations in rural and farming areas and a shortage in agricultural workers.

However, demand for food in Asia is increasing, requiring enhanced efficiency in its production.

### Kubota's challenge

#### Many Kubota products

contribute to the development of the infrastructure required as Asia becomes more urbanized



Urbanization creates a growing need for sewer and water treatment facilities  
(This photograph shows a wastewater treatment plant (Johkasou) used in areas without developed sewers)



Mini excavator that can be used to develop urban infrastructure



Industrial engines vital to economic development  
(This photo shows local production facilities in Asia)

### Kubota's challenge

#### Kubota agricultural machinery

contributes to enhanced productivity in Asian agriculture.



The use of rice transplanters boosts productivity substantially compared to traditional agriculture using human labor.



Multi-purpose tractors can perform a number of tasks, including heavy towing.



R&D Centers conduct research and development aligned with the needs of local Asian communities.