

Society—Feature on Case Examples Overseas (Thailand)

Addressing Challenges in the ASEAN Region

Demand for food is growing in the ASEAN member countries as economic growth drives income levels higher. But there is currently a shortage of farmers owing to the tide of urbanization and the need for agricultural mechanization is mounting year after year.

Considering that the region’s economies will likely grow at a pace two or three times faster than Japan’s long and steady rise, we expect to see even stronger demand for IoT-based agriculture up ahead. Read on to learn about how Kubota Group company SIAM KUBOTA Corporation Co., Ltd. (SKC) is tackling the issues in this business environment.

Challenge—1

Farmers in Thailand and its neighboring countries typically rely on agricultural labor and many have no knowledge of agricultural machinery.

Farming based on manual labor is characterized by low productivity and high costs.

Kubota Action



We plan to open Kubota Farm in August 2020 with the aim of creating a so-called “experience center” through which we can share and propose solutions based on cutting-edge IoT-driven agricultural practices, new farming methods, and know-how we have accumulated thus far. We hope to communicate to farmers how machinery can improve productivity, reduce costs, and boost income.



Somsak Mauthorn
Senior Executive Vice President

KUBOTA FARM

Kubota Farm is managed in collaboration with a nearby agricultural university and the local government.

The farm has land for wet- and dry-field farming, orcharding, and greenhouse cultivation. High-yield farming methods are presented in each of these areas, including the latest IoT-driven agricultural technology and companion planting approaches.



At Kubota Farm, visitors can:

- Study new farming methods
- Try out the latest agricultural machinery
- Seek advice on issues their own farms face



Demonstration of autonomous rice transplanter



Cassava planting implement

Challenge—2

Manual labor is still required to grow the six major crops* in the ASEAN region because not all farm work can be performed with machinery.

* Rice, rubber, cassava, sugar cane, palm oil, and maize

Kubota Action



The R&D activities carried out thus far in Japan are now also happening in Thailand. In this way, Kubota is realizing its “On Your Side” philosophy. We are helping to improve agricultural productivity in each region by manufacturing machinery needed by local farmers.

Kubota Research & Development Asia Co., Ltd.

The R&D Center established as a single SKC division in 2016 was spun off in 2019 in order to target the entire ASEAN region.

This Group company is engaged in machinery R&D in line with the needs of each region.



Realizing a Comfortable Workplace Environment

We asked some local female managers what it is like to work at SKC.



Ratchada Phokha
Assistant Manager
Combine Rotary Division

The company culture and systems are great and my boss is very kind. I also think this company will always provide me with opportunities. While there are sometimes situations in which we face difficulties, I find it very interesting that we can confront such problems and experience the diversity of values in the company by interacting with numerous people.



Pornthip Korkasemporn
Assistant Manager
Procurement Division

I find it an easy place to work because the working styles of Thailand and Japan are similar. At the same time, I sense that we need to be inventive, so in the future I hope to more actively incorporate new techniques and know-how.



Happy Work Place Project

Under this initiative, a specialist committee draws together the various opinions of employees and endeavors to make improvements on a case-by-case basis. For example, workers wanted a room where they can take a break, and have also said that the working environment is too hot and that some work processes are too arduous.

All employees at SKC take part in this initiative, which has helped improved various aspects of the workplace environment.

If an issue is identified, then this project is utilized to address the problem. Previously, for example, improvements were made to work that required the continual use of a jig by initially setting it up in the right place.



This plant rest space was suggested by the workers



Rossarin Boontima
Tractor Production Division