



Väderstad expands in Belgium together with Homburg Machinehandel

The Swedish agricultural machinery manufacturer Väderstad, a global leader in soil cultivation and drilling, is strengthening its presence in Belgium together with Homburg Machinehandel. Homburg, which has long been a partner to Väderstad in the Netherlands and Flemish parts of Belgium, has been the exclusive distributor of Väderstad machinery throughout Belgium since October 1 this year.

Marijn van den Akker is responsible for the Belgian market at Homburg and is currently building up the recently launched sales company Homburg Belgium.

- We have a very successful partnership with Homburg on the Dutch market and are now looking forward to strengthening our relationships with Belgian farmers, says Mattias Hovnert, SVP Global Sales and Marketing at Väderstad.

Homburg Machinehandel has had a presence on the Dutch market for over 60 years and is a successful player in precision farming. In addition to selling Väderstad machinery, the company manufactures drainage equipment and also distributes Hardi's crop protection sprayers, Garford's row crop equipment and AG Leader's precision technology.

- We are very pleased about the increased trust Väderstad has shown in us. Their machines and methods have been ground-breaking for farmers for generations. Thanks to our expanded cooperation, we can make life easier for even more farmers in Belgium, says Jack Thibaudier, Managing Director of Homburg.

Service and warranty issues will also be handled by Homburg and its dealers in Belgium, even for existing Väderstad machines.

- A high level of service and support is important for our customers, so we always make sure that is in place before we invest in a market, says Mattias Hovnert.

Award at Agritechnica

Väderstad's machinery and methods have been ground-breaking over the years, which is a result of the company's high level of innovation. One of its most recent innovations, "Tempo WideLining", was recently awarded the Agritechnica Innovation Award.

- We are motivated by a desire to continually improve life for the world's farmers and to enable increased food production. The silver medal at the world's largest agricultural fair is yet more proof that we are succeeding in translating ideas into effective solutions, says Mattias Hovnert.

The system will be unveiled at the Agritechnica 2019 agricultural fair in Hannover in November and will be available on the market from autumn 2020.

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Väderstad provides modern agriculture with innovative, highly efficient agricultural machinery and methods. By simplifying work and improving results for the farmer, the company's vision is to become the world's leading partner for outstanding emergence. The group is family owned and the head office is located in Väderstad, Sweden. Väderstad is represented in 40 countries and on all continents. In 2019, Väderstad had 1,500 employees and a turnover of MEUR 335.