

PRESS RELEASE

A 20-year milestone for Kverneland in China

17 November 2020: Klepp, Norway



Kverneland China 20 years

2020 marks the milestone of the 20th year of existence of Kverneland in China. A year to highlight the history and presence of the Kverneland implement range, and to reflect and honour the long-term loyalty and commitment of our customers, dealers and business partners in the Chinese market.

Lars Erik Nørrelund, Area Director for Kverneland China states;

“It has been an exciting and outstanding adventure to enter Kverneland in the enormous China market. A 20-year journey with our valued Chinese customers and dealers supported by our dedicated and enthusiastic China staff has firmly established Kverneland as a major foreign implement brand in China”.

For over two decades, Kverneland has developed, produced and distributed agricultural machinery and services in China, of which the last 10 years with Kverneland’s own production location in Daqing.

“With the establishment of our Kverneland Daqing facility in 2010 we were able to grow our sales in China significantly. Products like Optima precision Seeders, Ploughs, CLC cultivators, Choppers, Mower Conditioners and Hay making machines all belong to our most popular implements sold”, says Mr. Nørrelund.

From October 2020, Kverneland Group Daqing Beijing Office & Kverneland Agricultural Equipment Daqing can jointly commemorate on the 20 years of business in selling Kverneland implements in China.



Lars Erik Nørrelund, Area Director for Kverneland China in front of Farm fields of Halar, China

More information about the Kverneland Agricultural Equipment manufacturing in Daqing here; <https://ien.kvernelandgroup.com/About-us/Global-Presence-Supplier-information/Kverneland-Agricultural-Equipment-Daqing-China>

History milestones of Kverneland in China

In 2000, Kverneland Group was actively involved in Chinese agricultural programs, which eventually lead into the establishment of the Kverneland Group Beijing Representative Office in 2005.

In 2010, the Kverneland Agricultural Equipment (Daqing) Co., Ltd. was officially set up, which indicated that Kverneland Group had successfully established its factory in China.

Today the agricultural implements are being sold under the well-known brand Kverneland. In addition to this, Kverneland Group has a strong focus on the development and offering of sustainable, smart- and precision farming solutions to support the Kverneland implement range in China.

Due to the corona pandemic there will not be made any physical anniversary celebration ceremony in China. Instead, the milestone will be marked with digital milestone highlights via Kverneland Group's social media and other online channels during 2020. Follow **#Kverneland20yearsInChina** on [Kverneland Facebook](#), [Kverneland Instagram](#) and [Kverneland Group Twitter](#).

Kverneland is a brand of Kverneland Group

Kverneland Group is a leading international company developing, producing and distributing agricultural machinery and services. Strong focus on innovation allows us to provide a unique and broad product range with high quality. Kverneland Group offers an extensive package aimed at the professional farming community, covering the areas of soil preparation, seeding, forage and bale equipment, spreading, spraying and electronic solutions for agricultural tractors and machinery. For more information on Kverneland Group visit www.kvernelandgroup.com

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[Download image "Ploughing Field 2011, Heilongjiang, China"](#)



[Download image "Kverneland China at International Agricultural Machinery Expo 2014"](#)



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[Download image "Kverneland Group stand at Agritechnica 2019, Hannover, Germany"](#)



[Download image "Farm fields of Halar, China"](#)



[Download image "Kverneland Agricultural Equipment, Daqing, China"](#)

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Kverneland on Social Media



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