Al-Ghazi Tractors Champions Smarter Mechanization as Platinum Sponsor of Pakistan Agriculture Coalition's Agri-Connections Conference & Expo 2026

CEO Yasin Seker sets out a practical, farmer-led roadmap for bringing modern agricultural technology to Pakistan's fields

Lahore, October 2, 2026: Al-Ghazi Tractors Limited (AGTL), one of Pakistan's leading agricultural machinery manufacturers, served as Platinum Sponsor of the Pakistan Agricultural Coalition's (PAC) Agri-Connections Conference & Expo 2026, using the platform to make the case that Pakistan's next leap in food security will depend on smarter, more accessible farm mechanisation.

Held on October 1 and 2 at the Lahore Expo Centre in partnership with the Government of Punjab, the event centered on the theme "Food Security and Agri-Investment in the Era of Climate Change." The World Bank, IFC and the Food and Agriculture Organization of the United Nations (FAO) joined the event as strategic partners, bringing together senior policymakers, multilateral institutions, agribusiness leaders, financiers and progressive farmers.

Speaking on Day 1, Chief Executive Officer Al-Ghazi Yasin Seker framed the challenge facing the agriculture sector around four pressures: crop yields that lag regional benchmarks, rising food demand, mounting input costs for smallholders, and the growing toll of irregular monsoons, heat stress and water scarcity. Drawing on AGTL's manufacturing heritage since 1983 at its Dera Ghazi Khan plant, he outlined how the company's contribution extends beyond the tractor itself, through localization, supplier development, skills transfer in rural communities and a nationwide service network.

"For decades, Pakistani farmers have asked for dependable horsepower at an affordable price. That remains essential, but their needs are changing. Today they want productivity, uptime, efficient use of every input, and support across the entire life of the machine," said Yasin Seker, Chief Executive Officer, AGTL.

Seker highlighted two technology directions with the most immediate potential. Telematics allows real-time monitoring of machine health, predictive maintenance alerts and clear visibility on usage, shifting service from reactive repair to planned maintenance. Precision guidance and automatic steering reduce overlapping passes, place seed, fertilizer and chemicals more accurately, and deliver consistent results regardless of operator experience.

He was equally clear that adoption must be practical and led by farmers. AGTL's proposed approach begins with strengthening basic mechanization and service, then piloting high-value applications, proving the economics at farm level, building dealer and service capability, and scaling only what delivers verified returns to farmers.

"Technology must follow value, not the other way round. If a solution cannot prove its worth on a farmer's own field, it has no business being scaled. That discipline is what will turn innovation into real gains in productivity and food security," Seker said.

On Day 2, Seker joined the high-level panel "The Future of Technology in Agriculture," where he urged Pakistan to move beyond conventional tractorization towards an integrated ecosystem of machinery, precision technology, digital tools and improved farmer access. Agriculture remains one of the largest contributors to Pakistan's economy, yet tractor production and sales have declined over the past year. AGTL noted that the challenge is not only the number of machines available, but whether farmers can afford them, finance them and access them. With most of Pakistan's farms small in size, custom hiring, machinery rental, leasing and mechanization-as-a-service models can put modern equipment within reach of farmers who cannot own every machine themselves.

Across both days, AGTL stressed that this next chapter will require every part of the system to play its role: farmers shaping what technology is relevant, manufacturers and dealers building the capability to support it, government providing the policy framework and extension services, financial institutions offering affordable equipment finance and crop insurance, technology providers adapting solutions to local conditions, and development institutions ensuring smallholders are not left behind.

"No single stakeholder can close this gap alone. When government, financiers, manufacturers, technology providers and farmers move together, modern agricultural technology becomes affordable, accessible and genuinely useful in the field," Seker added.

At its stall, AGTL showcased its New Holland tractors to visitors from across the agricultural value chain.

The Platinum sponsorship builds on AGTL's decision in June 2026 to join PAC as a Patron. Through this partnership, AGTL brings more than four decades of experience manufacturing New Holland tractors in Pakistan to PAC's national, private sector-led agenda for a more productive, technology-driven and competitive agriculture sector.

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