

PRESS RELEASE

October 24, 2024

Iljan Schouten Appointed Vice President of Smart Farming Solutions at Kubota Europe

Kubota are pleased to announce that Iljan Schouten has joined Kubota Europe as Vice President of Smart Farming solutions and will be responsible for the commercialisation of new and future technologies for the agricultural markets in Europe.



Picture: Iljan Schouten, Vice President of Smart Farming Solutions

Kubota's Smart Farming Solutions Division complements the company's current tractor portfolio. This forward-thinking initiative leverages cutting-edge smart implements, advanced sensors, and autonomous technologies to boost productivity while reducing the need for manual labour.

"We are taking a major step forward in supporting our customers and partners," said Schouten. "It's not just about creating new technologies but ensuring they make a tangible difference in the hands of the farmers who need them."

Schouten's leadership will be key in addressing the complex challenges faced by modern agriculture. He will oversee the rollout of Kubota's latest Smart Farming Solutions, which are designed to deliver affordable and practical innovations to the field. With a strong team of specialists and strategic partnerships, Kubota aims to accelerate the adoption of smart technologies that empower farmers to work more efficiently and sustainably.

This appointment reinforces Kubota's commitment to driving the future of farming by merging technological advancement with real-world applications.

(211 words)

About Kubota

Kubota has been a leading manufacturer of agricultural equipment, construction equipment, lawn mowers and Industrial Engines since 1890. With its global Headquarters in Osaka Japan, offices in more than 120 countries, and more than 55,000 employees in North America, Europe and Asia, Kubota had a turnover of \$21.4 billion in 2023. Although machinery equipment is its main products line, Kubota also produces a wide range of products such as city water purification systems, irrigation systems, piping systems, roof and home construction, and large underground valves.

Our Mission

Our Brand Statement, “For Earth, For Life,” speaks to our commitment to the conservation of the environment while aiding the production of food and water supplies, which are vital to meet the needs of our society, as the world’s population continues to grow. This mission is accomplished every time a Kubota tractor harvests the land to produce food or when our construction equipment excavates to transport water or provide shelter. For more information on Kubota, please visit www.kubota-eu.com or www.kubota.com.

For further information, please contact ([please add your local contact details](#)):

KHE Corporate Communications

Marieke Maris

Marieke.maris@kubota.com




Download link to images:

[Iljan Schouten](#) Kubota are pleased to announce that Iljan Schouten has joined Kubota Europe as Vice President of Smart Farming solutions




Follow us on:

 Website: <https://www.kubota.com> , <https://www.kubota-eu.com>

 LinkedIn: <https://www.linkedin.com/company/kubota/>, <https://www.linkedin.com/company/kubota-in-europe/>

 Facebook: <https://www.facebook.com/KubotaEurope/>

 Instagram: https://www.instagram.com/kubota_in_europe

 YouTube: <https://www.youtube.com/@KUBOTAEurope>