

BayWa subsidiary Abemec invests €1.5 million in modernising and expanding its Hoogeloon site

- Investment is part of BayWa's strategy in the agricultural machinery segment
- Hoogeloon is profitable in the long term and set for further growth
- Site plays a key role in meeting rising demand for modern agricultural machinery

Veghel / Munich, 21 January 2026 – Abemec B.V., a subsidiary of BayWa AG, is investing €1.5 million in the modernisation and expansion of its site in Hoogeloon. The investment is part of BayWa's strategy to further strengthen its position in the agricultural machinery sector.

"We have been operating successfully at the Hoogeloon site for many years," said Jakob Bötsch, Head of the Agricultural Equipment Business Unit and also responsible at BayWa for the Dutch market. "Agricultural machinery clearly has a strong future. In this area, we invest specifically in sites that are profitable over the long term."

Hoogeloon is located in an intensively farmed agricultural region in the Netherlands, characterised by innovative farm managers. The site plays a central role in meeting the growing demand for modern agricultural machinery, both now and in the future, and in expanding service offerings for the farming sector.

Hans Quint, CEO of Abemec B.V., said: "This investment strengthens our competitiveness and enables further growth. The region around Hoogeloon is home to many highly productive and innovative farms. We intend to harness this potential."

Abemec B.V. has been part of BayWa AG since 2014, with full ownership completed in 2016. The company is headquartered in Veghel, the Netherlands, operates 23 sites and employs around 350 people. Abemec is active in the agricultural machinery

business, providing sales and service, and works with leading brands such as Fendt and Krone. With annual revenue of more than €10 million from digital solutions, Abemec is also among the market leaders in robotics and autonomous systems.

About BayWa AG

BayWa AG is a modern trading company operating in the business segments Agriculture, Heat, Mobility, Technology and Building Materials. Through its products and services, the company helps its customers to feed people well, create living spaces for generations, and provide mobility and heat exactly where they are needed. Since 1923, BayWa has stood for security of supply – particularly in rural areas. Today, BayWa AG, headquartered in Munich, operates around 400 locations and employs approximately 8,000 people. Further information is available at: www.baywa.com/presse.

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Printable press photos, footage material and video statements are available [here](#).

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