

R&D's University Strategy



Ravi Godbole & Global R&AE team



In line with AGCO Sustainability Initiative

Our Priorities and Strategic Intent



Our Operations: We will systematically and continuously **improve efficiency**, reduce waste and build a healthy, **productive workforce**.



Our Customers: We will provide the products and **solutions our customers need** to prosper over the long term.



Our Suppliers: We will foster high performance in quality, ethics and environmental **standards among suppliers**.



Our Communities: We will help create **prosperous communities** where we and our customers operate.



We consider universities to be part of our partners and community

Dimensions of University Relations

- Match university capabilities and AGCO's interests for a mutually beneficial relationship. Various avenues of pursuing joint work.
- Geographical strategy of forming relationships with
 - Local centers of excellence for talent and research
 - Global universities for unique research and knowledge
- Talent attraction is a key aspect
 - Participate in student club events and career fairs on campus.
 - Form a relationship with future talent via Scholarships and Internships
- Universities add value via Research and Unbiased Testing
 - Sponsor Sr. Design projects at campuses
 - Graduate research student support
 - Partners in Government Grant Applications
- Best Practices that have worked
 - Clear agreements: NDA, Project and IP Agreements
 - Single point of contact within AGCO to foster each strategic university relationship

R&AE Team is often a lead player in university relations