



## Agro-Tech 2010

Explore opportunities in the Indian Agribusiness sector as India gears up for a 2nd Green Revolution

3 – 6 December 2010, Chandigarh, India



**Biggest agribusiness tradeshow in India**

Confederation of Indian Industry along with Ministry of Agriculture, Government of India is organising 9th edition of Agro Tech 2010, a gateway for international service and technology solution providers to enter the Indian agriculture sector. Organised once every two years in the heartland of agriculture in North India – Chandigarh and considered the biggest trade show by the industry, Agro Tech also serves as a direct link between farmers and experts.

**'Sustainable Agriculture'** is the theme of Agro Tech 2010 and aims at integrating best management practice, technological advancements and innovation, environmental & ecological stewardship & technical knowledge for the farming community & other consumers' under one roof.

Agro-Tech 2008 saw the participation of nine countries, including Canada, Israel, Germany, Italy, Netherlands, Spain, UK and Japan. It also hosted over 100 major Indian corporate houses active in agriculture and allied industry space. Over 40,000 business and general visitors, including CEOs and Senior Managers from the industry and more than 30,500 farmers visited Agro-Tech 2008.

Austrade is organising a country pavilion to showcase Australia's expertise and technology innovations for sustainable and environment friendly agriculture production, supply chain and processing – the need of the hour in India.

Join and be part of an emerging market for agriculture services, products & technologies.



## Why YOU should participate

- India's biggest agri-business trade show organised in the heartland of agriculture in India – the northern States of Punjab and Haryana, also known as the Food Bowl of India.
- The Food Bowl of India is faced with a looming crisis of food security with stagnating productivity, depleting soil and water resources and poor levels of value-addition.
- Focus on sustainability of agriculture production, better management of available resources, developing of backward and forward integration of the 'farm-to-fork' supply chain.
- Need for the adoption of globally proven technologies and resource management solutions for agriculture production to keep pace with the demands of an increasing population.
- Evolving government policies towards reducing state control and attracting private sector investments and participation.
- Growth of Indian private sector investments in the agriculture sector and the emergence of corporate farming.
- Need for product/process standardisation and food safety practices, development of skilled human resource.
- Australian agribusiness expertise, knowledge and services highly regarded by the Indians creating opportunities for you.
- Interact and establish contacts with Indian agribusiness professionals at an India-Australia networking function.
- Expand and increase export sales in the emerging market that is India.

## Market insights

- 2nd largest producer of rice and wheat in the world - BUT, yields have stagnated to 2 tons/ha for rice and 2.6 tons/ha for wheat on average
- 2nd largest producer of fruits & vegetables in the world - BUT, an estimated less than 2% of production is processed. 35 % of production is lost due to lack of post-harvest infrastructure and processing.
- Largest milk producer in the world - 104.8 million tons in 2007-08 growing at 4% each year (15% of global production) - BUT, per capita availability of milk is 246 gm/day (world average is 285 gm/day).
- India has the largest population of cattle and buffalo in the world - BUT, average yield of milk in India (2006) is 961 kg/year.

## Challenges

- Poor productivity
- Falling groundwater table
- Soil salinity
- Poor infrastructure
- Produce that does not meet international standards.

## New Trends

- Farmers encouraged to change cropping pattern from cereals to horticulture
- Emergence of commercial dairy operation in Punjab, with increased advocacy to replicate the model nationwide
- Amendment of agriculture marketing policy encouraging private sector investments in terminal markets



- Contract farming and contact farming (direct linkages between private sector and farmers)
- Organised rural retail operations by private sector companies providing agri-inputs, agriculture extension services and support
- 100% FDI under automatic route for food processing industry.

## Opportunities

- Best management practices in crop and horticulture production and yield
- Irrigation technology and surface/ground water management process for enhanced water management
- Services and solutions for farm soil improvement
- Bio-fertilisers/pesticides
- Post harvest infrastructure and management technology and services (cool chain, pack-house operations)
- Enhancement of milk yield per animal as opposed to increase of dairy cattle population
- Mechanisation of the backend of milk supply chain - production, handling, storage
- Food safety
- Vocational education & training in food processing technology.

## Who should attend?

### Australian businesses in:

- Irrigation systems & water management
- Soil amendment expertise
- Bio fertiliser/pesticide
- Hybrid seeds/seed technology
- Greenhouse, Polyhouse technology / Nurseries
- Hydroponics
- Horticulture production & management
- Agriculture Best Management Practices
- Agri implements
- Post Harvest Management – Warehousing, Cold Storage, Pack house operations
- Product/Process Quality Assurance
- Agriculture/Horticulture/food processing training institutes for human resource development
- Livestock management & services - AI Technology, Poultry/Cattle Feed (Enzymes, Pro-biotic)
- Commercial Dairy Operations – Production techniques, Milk handling, storing, processing

Visit the Utsav Australia link for a snapshot of India and Chandigarh :

<http://www.utsavaustralia.in/south-asiamap.html>



Australian Government  
Australian Trade Commission



### Austrade's AgroTech 2010 Australian Pavilion package:

	Total cost	Direct costs	Austrade service fee
Package	<b>A\$4,000</b>	<b>A\$2,860</b>  Direct cost includes: + Stand of 9 m <sup>2</sup> carpeted stand + Fascia with company name + 1 Table + 2 Chairs + 3 Spotlights + 1 Powerpoint (5/15 amps) + 1 Waste Basket + Enhanced Australia branding + Insertion in Agro-Tech Official exhibitor catalogue + Feature in advertorial in Agro-Tech Official exhibitor catalogue + Access to Meeting Room in Austrade Pavillion if required + India-Australia bespoke networking function with Indian agribusiness industry professionals + Mission brochure to be distributed at Agro-Tech 2010 + Speaking slot at one of the relevant industry conferences if applicable	<b>A\$1,140</b>  Austrade service fee covers : + Pre-show promotion by email to Indian industry contacts in the Austrade database prior to the show + Creation and inclusion in the Australian pavilion directory which will be distributed onsite + Liaison with show organiser before and during the event. + Administrative work and onsite support + Listing of your business in the Business Opportunities section of the Utsav Australia website for Indian companies ( <a href="http://www.utsavaustralia.in">www.utsavaustralia.in</a> ) + Profiling and listing of your profile under the Events section (Agro Tech 2010 event information page) in the Utsav Australia website for potential customers to seek meetings with you in the Austrade pavilion + Partial media coverage (generic for Australia; not exclusive) for Australian companies participating in Agro-Tech 2010. (Subject to the quality and value of information presented by clients) + Corporate hotel rates available to Austrade

- All additional consumption of electricity over and above the Austrade package would be settled directly between the exhibitors and the organisers at the rate of US\$ 10 per KW per day during the trade show
- For those exhibitors requesting meetings with potential customers outside the Agro-Tech 2010 show, a separate service proposal will be negotiated on a case to case basis.
- **DEPOSIT:** Austrade requires a non-refundable 30% deposit for all international events where the value of the package is over \$1500. The payment terms for the deposit amount is 7 days from invoice date. Payment of the deposit reserves your place on the event, but your place is not fully secured until the entire fee is paid. Please refer to the event Terms & Conditions for further detail. Non payment of the deposit by the applied deadline will result in the forfeit of your reserved place on the event. For packages of \$1,500 or less, full payment is required with payment terms as per the invoice provided.
- The direct stand cost and Austrade service fee form part of the total package and you cannot purchase one without the other.
- You may also be eligible to claim some of your marketing and promotion costs associated with this exhibition through the Export Market Development Grant scheme. For more information visit [www.austrade.gov.au](http://www.austrade.gov.au) or call 13 28 78.



## Apply before 15 September 2010

- + Apply online at [www.austrade.gov.au/Agrotech2010](http://www.austrade.gov.au/Agrotech2010) to have our country and industry specialists assess whether this tradeshow offers opportunities that are well-matched to your business.
- + If your application is successful we will send you an Event Participation Kit to give you all the information you need to prepare. Visit <http://www.ciinr.org/agrotech/index.php> for more information about this tradeshow.
- + If you are considering this event or mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at [www.smartraveller.gov.au](http://www.smartraveller.gov.au). Travel advice is updated regularly on this site.

Agro-Tech 2010 logo	Regional partner of Austrade in North India
 <p>9<sup>th</sup> AGRO TECH 2010</p> <p>INDIA'S PREMIER BIENNIAL AGRO TECHNOLOGY &amp; BUSINESS FAIR</p> <p>3 - 6 December 2010, Chandigarh, India</p>	 <p><b>Confederation of Indian Industry</b> Since 1895</p>

### Key contacts

To discuss your options further, please contact:

#### Australia :

Shiva Nair  
Senior Export Adviser  
Austrade Melbourne  
T : +61 3 97420915  
E : [shiva.nair@austrade.gov.au](mailto:shiva.nair@austrade.gov.au)

#### India:

Ankur Bhatia  
Business Development Manager  
Austrade Chandigarh  
T : +91 172 6530250  
E : [ankur.bhatia@austrade.gov.au](mailto:ankur.bhatia@austrade.gov.au)

