

PARTNERS



**M F P I**  
MINISTRY OF FOOD PROCESSING INDUSTRIES  
GOVERNMENT OF INDIA



Confederation of Indian Industry



## India's Premier Biennial Agro Technology & Business Fair

1-4 December 2018, Chandigarh, India  
[www.agrotech-india.com](http://www.agrotech-india.com)

WITNESS  
THE NEW ERA OF  
**AGRO TECHNOLOGY  
REVOLUTION**





# LET'S TALK NUMBERS FOCUSED ON YOUR OBJECTIVES

Partner Country

Focus Countries

Guest Country



Israel



Canada



Germany



United Kingdom

**181 Exhibitors from 13 Countries participated to enhance their business growth**



DISPLAY OF  
STATE-OF-THE-ART  
EQUIPMENT  
& TECHNOLOGY



MARKET  
PENETRATION



BRAND VISIBILITY &  
MEDIA EXPOSURE



UNDERSTANDING  
THE MARKET NEEDS



BUSINESS  
COLLABORATIONS  
/ JOINT VENTURES

86% of exhibitors said that their objectives were achieved  
93% of exhibitors said that they are interested in participating at the CII Agro Tech 2018

**Over 4000 business visitors visited to**



KNOW ABOUT  
NEW INNOVATIONS  
& TECHNOLOGY



EXPLORE NEW  
MARKETS & FORGE  
STRATEGIC TIE-UPS



TO UNDERSTAND  
EVOLVING TRENDS



SEEK FUNDING FOR  
VENTURES &  
RESEARCH WORK



DISCOVER OVERSEAS  
MARKET/EXPAND  
BUSINESS REACH



EVALUATE MARKET  
COMPETITION

89% of visitors expressed that their objectives were achieved  
82% of visitors said that they are interested in visiting the CII Agro Tech 2018

**30,000 + farmers visited & participated in interactive sessions to**



LEARN TO USE  
NEW TECHNOLOGY



FAMILIARISE WITH  
BEST PRACTICES



LEARN BUSINESS  
MODULES FROM OVERSEAS  
AGRIPRENEURS



UNDERSTAND THE  
DYNAMICS OF MARKET

87% of farmers expressed that their objectives were achieved  
83% of farmers said that they are interested in visiting the CII Agro Tech 2018



# TECHNOLOGY THAT BINDS TODAY WITH TOMORROW

The Government of India, in its Budget 2015-16, announced several steps for sustainable development of agriculture, including signing up agreements with as many as 63 countries. India is a global agricultural powerhouse with immense opportunities for foreign and domestic investors.

CII Agro Tech, India's Premier Biennial & Agro Technology Business Fair, has been working in partnership with Ministries of Agriculture & Farmers Welfare; Food Processing Industries and Agricultural and Processed Food Products Export Development Authority (APEDA), Ministry of Commerce & Industry, Government of India to provide better agricultural facilities and also enhance bilateral trade between India and the world.

The event provides, not only deep insight into the India's food & agriculture market but also acknowledges a meaningful business interaction with & to the overseas participants. It has been the single event to congregate the largest strength of decision makers to agitate and evolve with, practical solutions to the challenges faced by the Indian agriculture today.

It works as an ideal interaction platform between the Farm Producers and the Agro Industry. By creating linkages for value creation and value addition, the event offers varied business opportunities to the technology holders as well as practical learning to the technology users.

Give your venture a new edge and confirm your participation today!!



## SECTOR SPECIFIC FOCUSED PAVILIONS



- **AGRI INPUTS:** Agro Chemicals; Fertilisers & Compost; Grains & Crops; Hybrid Seeds; Nutrients; Pesticides; Seeds
- **AGRI BIOTECHNOLOGY:** Bio Control Agents; Bio Fertilisers; Bio Organic Manures; Bioinformatics; Biopesticides; Bioprospecting; Soil / Seed Testing, Tissue Culture & Bio Laboratories
- **AGRO TEXTILES:** Anti-Insect & Bird Net; Crop Covers; Greenhouse; Leno Bags; Mulching Film; Plasticulture; Polyhouse; Polymer Nets & Knitted Fabrics; Shade Net; Vermi Bed; Weather Control Curtain etc.
- **EXPERTS IN THE FIELD OF:** Floriculture & Nursery; Horticulture; Hydroponics; Farm Water Management; Post-Harvest, Materiel Handling, Bulk Storage, Packaging Technology & Services; Precision Agriculture; Social Forestry; Transgenic
- **R&D ORGANISATIONS**
- **MARKETING ORGANISATIONS & NODAL GOVERNMENT AGENCIES**



- Processed & Packaged Food • Frozen Foods • Fruits & Vegetables • Processed Dairy, Poultry & Meat Products • Seafood Processors, Importers & Exporters • Ready to Eat Food • Beverages • Bakery Products & Ingredients • Confectionery & Sweets • Conserves, Ingredients & Spices • Staple Foods & Raw Material • Exporters of Food Products • Research & Consultancy Organizations • Marketing Organizations & Nodal Government Agencies



## Dairy & Livestock Expo

Livestock Breeding • Feed & Nutrition • Feed Preservation • Breeding for Milk & Draught Animals • Hatchery Equipment Manufacturers Hatcheries & Seed Suppliers • Healthcare & Veterinary • Technology, Equipment & Machinery in Dairy - Processing Equipment for Milk & Milk Products - Waste Disposal System & Equipment - Disinfectants for Dairy Industry • Housing & Environment Management Services • Inland Fisheries • Fisheries Processing, Technology & Equipment • Aquaculture



Technology, Equipment & Machinery in Food Processing • Food Retailing & Vending Systems • Technology to enhance Food Safety, Quality Control & Hygiene • Preservation Machinery • Product Handling & Transportation • Refrigeration Cold Chain Systems & Equipment • Post-Harvest Technologies & Materials • Print & Packaging Machinery & Equipment - Bar Coding, Inks & Printing



The four day mega event presents an ideal marketing platform to the States of India, to showcase their strengths; invite the attention of the leading Agro & Food processing Industries of India and overseas and reinforce themselves as an ideal destination to meet, interact and conduct business.



The main highlight of CII Agro Tech is the International Pavilion that manifests India's keen interest to collaborate in innovative products and technology. Located in the heart of the Fair, it is an ideal place for the Non-Indian, overseas based agribusinesses and international government representatives based in India engaging in Food, Agriculture and allied sectors.



Agri Implements • Soil Cultivation • Planting Garden Tools • Harvesting & Post-Harvest • Loading Miscellaneous







Banks, Agri Finances & Institutions • Farm Management Post Harvest Management IT Enabled Services Risk Management Institutions • Futures Trading Floor e-governance in Agriculture • Universities & Educational Institutions • Research Organizations



Tractors • All-Terrain Vehicles (ATVs) Satellite Positioning System GPS) Land Reclamation & Development Primary / Secondary Tillage • Sowing & Planting Machinery • Grain Harvesting • Balers & Straw Handling Grassland / Forage Harvesting Crop Transport & Processing • Land Drainage • Farmland Maintenance • Forestry Machinery Replacement Part Meteorological Equipment • Wheels / Tracks & Tyres • Machinery Storage & Shelter • Farm Buildings • Farm Power

## Irrigation & Water MANAGEMENT

Irrigation Systems • Irrigation Equipment • Farm Water Management & Equipment • Rain Water Harvesting Techniques for Dryland Farming • Research Organizations



## KISAN GOSHTHEES

Kisan Goshthees is an exclusive interactive session for the farmers with the experts from academia, industry and research specialists to acquaint them with the best practices and business opportunities available in the prevailing scenario.



Conferences at CII Agro Tech are great opportunity to learn and earn new perspectives that emerge as a result of an intensified exchange and debate on the most contemporary and intriguing issues. During these conferences, the panel comprising of eminent personalities & influencers including CXOs is moderated by a distinguished expert. It has remained to be an important takeaway of the Trade Fair where visiting delegates meet, interact & network with existing customers and also the new prospects.





EVERY BRAND TELLS A STORY...  
WE HELPED YOU NARRATE YOURS  
THE TRADESHOW VISIBILITY METRICS

Print Reach  
**17**  
Million



NEWSPAPER READERSHIP

Radio Reach  
**13.5**  
Million



RADIO REACH

MEDIA COVERAGE



**40**  
Press Releases Issued



**60**  
Online Articles



**250** Stories  
Appeared in Newspapers

GLIMPSE OF 2016



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