



Confederation of Indian Industry

Business and Beyond

125 Years: 1895-2020



**The Premier
Agri & Food Technology Fair**

5-8 December 2020, Chandigarh, India
www.agrotech-india.com

**DISCOVER
EXPLORE
& EXPERIENCE**

**THE
AGRO-TECHNOLOGY
REVOLUTION**



LET'S TALK NUMBERS FOCUSED ON YOUR OBJECTIVES

International Participation



Canada



China



Germany



Spain



The Netherlands



United Kingdom

199 Exhibitors
From 7 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

91% of exhibitors said that
their objectives were achieved

95% of exhibitors said that they
are interested in participating
at the CII Agro Tech 2020

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

87% of visitors expressed that
their objectives were achieved

93% of visitors said that they
are interested in visiting the
CII Agro Tech 2020

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

90% of farmers expressed
that their objectives were achieved

95% of farmers said that they
are interested in visiting the
CII Agro Tech 2020

3,783 B2B &
1,384 B2G
Meetings



Partnership to
Spur Growth



Marketing /
Brand Awareness



Explore New
Business
Opportunities



Diversification
into New
Markets

83% of Companies
Expressed That Their
Objectives Were Achieved

TECHNOLOGY THAT BINDS TODAY WITH TOMORROW



India is a global agricultural powerhouse with immense opportunities for foreign and domestic investors. It is an agriculture based country, where more than 50% of population is depend on agriculture.

CII Agro Tech India, The Premier Agri and Food Technology 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 not only to agitate but also to 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



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



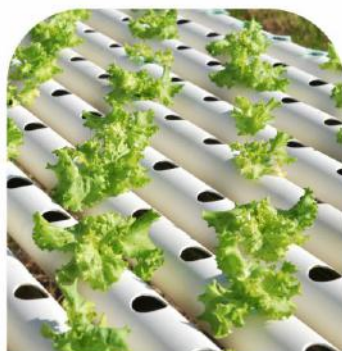
Technology, Equipment & Machinery in Food Processing • Food Retailing & Vending Systems • Technology to enhance Food Safety, Quality Control & Hygiene • Preservation Machinery • Product Handling & Transportation • Refrigeration Cold Chain Systems & Equipment • Post-Harvest Technologies & Materials •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



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.



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



Kisan Goshthees is an exclusive concurrent event which is an multimedia and vernacular 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.

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

NEWSPAPER READERSHIP



Print Reach
17
Million

RADIO REACH



Radio Reach
13.5
Million

CABLE NETWORK



Reach
20
Million

DIGITAL OUTDOOR



Reach
5
Million



MEDIA COVERAGE

40
Press Releases Issued

60
Online Articles

250 Stories
Appeared in Newspapers

Glimpse of 2018



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