

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

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 and Food Processing Industries, 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.

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



Radha Mohan Singh
Minister of Agriculture, India

“ It is appreciable that CII is bringing digital krishi to the farmers. CII's efforts corroborate the efforts of the Central Government to increase agricultural production and water conservation with schemes like Zila Sinchai Yojana, Soil Health Card, Rashtriya Gokul Mission and the introduction of neem-coated urea. ”



Jeff Leal Minister of Agriculture, Food and Rural Affairs,
Province of Ontario, Canada

“ CII Agro Tech is a great opportunity for Canada to showcase its products and innovation in agriculture and food processing. Ontario is participating at CII Agro Tech for the first time and it is a great opportunity. ”



Dr Abhay Firodia, Chairman, CII Agro Tech 2016
and Chairman, Force Motors

“ The best possible business models, advanced technologies exhibited at CII Agro Tech help in building global competitiveness of Indian agriculture. ”



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



SEEK FUNDING FOR
VENTURES &
RESEARCH WORK



DISCOVER OVERSEAS
MARKET/EXPAND
BUSINESS REACH



TO UNDERSTAND
EVOLVING TRENDS



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



LEARN BUSINESS
MODULES FROM OVERSEAS
AGRIPRENEURS



FAMILIARISE WITH
BEST PRACTICES



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

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



Expand Reach and Boost Profits
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