

# CII AGRO TECH 2014 IN RETROSPECT

The 11th edition of CII Agro Tech, organised by Confederation of Indian Industry (CII) in partnership with Ministry of Agriculture and Ministry of Food Processing Industries, Government of India was inaugurated by Hon'ble Chief Minister of Punjab, Mr Parkash Singh Badal; Hon'ble Chief Minister of Haryana, Mr Manohar Lal Khattar; and Hon'ble Premier of Saskatchewan (Canada), Mr Brad Wall.

On the theme of - **Building Global Competitiveness**, the event showcased the best and latest in Indian Agriculture and Allied Sectors produced, manufactured and practiced in India and abroad, making it a significant platform for business partnerships worldwide. This trade fair brought all the stakeholders of this industry, i.e. Government- Central & State, policy makers, industry, research organizations, academicians, farmers, agronomists, NGOs, and Indian & foreign companies related to Agriculture & Allied Sectors onto one platform to explore business opportunities.



HARVESTING  
CII AGRO TECH'S  
SUCCESS

**16,000 sqm**  
OF EXHIBITION AREA

**11 COUNTRIES**  
PARTICIPATION

**8 CONCURRENT**  
SHOWS

**5 INTERNATIONAL**  
CONFERENCES

**103 INDUSTRY**  
EXPERTS

**547 DELEGATES**

REAPING  
POSSIBILITIES

**7500 BUSINESS**  
ENQUIRIES GENERATED

**₹300 CRORES /** OF ESTIMATED  
**US \$ 48 MILLION** BUSINESS  
POTENTIAL

**105 NEW PRODUCTS**  
LAUNCHED/DISPLAYED

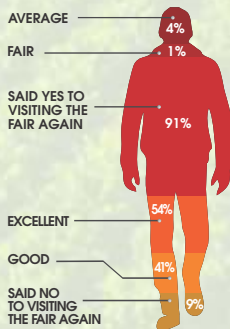
**70,000**  
VISITOR FOOTFALL

**30,000 OTHER**  
INDUSTRY PLAYERS

INTERNATIONAL  
VISITORS / DELEGATIONS

FROM AUSTRALIA, BANGLADESH,  
CANADA, DENMARK, GERMANY,  
GHANA, ISRAEL, JAPAN, MALI,  
NEW ZEALAND, REPUBLIC OF CONGO,  
SRI LANKA, THE NETHERLANDS,  
GAMBIA, USA

## THE VISITOR EXPERIENCE



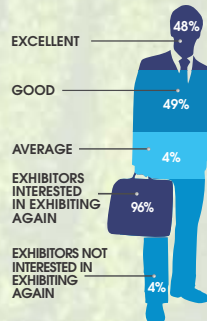
THE VISITORS

**162**  
EXHIBITORS

**36 FOREIGN**  
EXHIBITORS

**58 KEY**  
EXHIBITORS

## THE EXHIBITOR EXPERIENCE



THE EXHIBITORS

**40,000 FARMERS**  
(MEN & WOMEN) CAME  
FROM 17 STATES

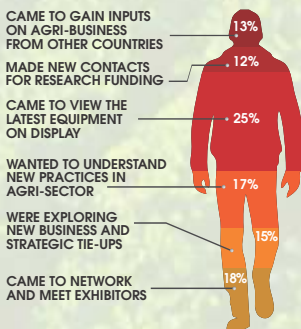
ANDHRA PRADESH, ASSAM,  
BIHAR, DELHI, GUJARAT, JAMMU &  
KASHMIR, KARNATAKA, MADHYA  
PRADESH, MAHARASHTRA,  
PUNJAB, HARYANA, HIMACHAL  
PRADESH, RAJASTHAN, TAMIL  
NADU, UTTAR PRADESH,  
UTTARAKHAND AND WEST BENGAL

## THE FARMER EXPERIENCE

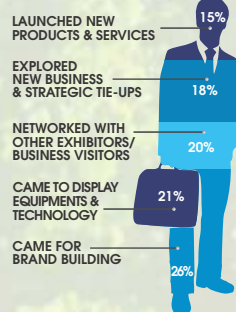


THE FARMERS

## VISITATION OBJECTIVE



## PARTICIPATION OBJECTIVE



## VISITATION OBJECTIVE

