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!!

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 Sinchay Yojana, Soil Health Card, Rashtriya Gokul Mission and the introduction of neem-coated urea.

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.

The best possible business models, advanced technologies exhibited at CII Agro Tech help in building global competitiveness of Indian agriculture.
181 Exhibitors from 13 Countries participated to enhance their business growth.

Market Penetration
Brand Visibility & Media Exposure
Display of State-of-the-Art Equipment & Technology
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
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

NEWSPAPER READERSHIP

Print Reach 17 Million

RADIO REACH

Radio Reach 13.5 Million

MEDIA COVERAGE

40 Press Releases Issued

60 Online Articles

250 Stories Appeared in Newspapers

GLIMPSE OF 2016

Expand Reach and Boost Profits
Contact: jasdeep.singh@cii.in  |  +91 98153 09727