





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

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 Minister of Agriculture, India 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.

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



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

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



Partner Country

Focus Countries

**Guest Country** 









### 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** 





**LEARN BUSINESS MODULES FROM OVERSEAS** AGRIPRENEURS



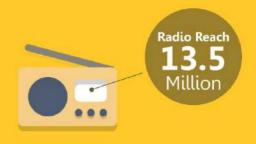
**UNDERSTAND THE** DYNAMICS OF MARKET

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# **EVERY BRAND TELLS A STORY...**WE HELPED YOU NARRATE YOURS

## THE TRADESHOW VISIBILITY METRICS





**RADIO REACH** 

### MEDIA COVERAGE



40 Press Releases Issued





# **GLIMPSE OF 2016**

