

MCCIA – British Trade Office (UKTI) Business Delegation to England
(CropWorld – 2010 Exhibition at ExCeL, London)
October / November 2010.

Mahratta Chamber of Commerce, Industries & Agriculture is proactively enhancing entrepreneurship and work as a catalyst for Economic Development of Pune and Maharashtra.

British Trade Office (UKTI) works for selecting the right trading partner for setting up your business in UK. It offers unique networking opportunities and access to Govt. Departments and UK Business.

CropWorld is a globally focused, three day Conference and Exhibition providing unique learning, knowledge sharing and networking opportunities for those involved with the increasingly complex world of global food production. It focuses on how business, trade, science and technology can work together to meet the challenges facing the cropping sector as it endeavours to feed a rapidly growing population.

CropWorld, which is being organized by United Business Media (UBM) and the British Crop Production Council (BCPC), will be held on the annual basis, with the first such event, **CropWorld 2010, taking place at ExCeL, London from 1st – 3rd November 2010.**

Features : 2000 exhibition visitors from more than 70 countries, 200 senior level conference attendees, 4 tracks of streamed conference featuring more than 120 international speakers, 1 international industry exhibition covering 3 days.

Exhibition : The CropWorld exhibition will provide the ultimate platform for stakeholders from across the crop production industry to network, share knowledge, grow business and develop relationships. In addition to the wide range of industry sectors exhibiting at the event, you will find focused zones covering the areas of Science, Machinery, Skills and Careers, Innovations, Generics etc. CropWorld offers a unique, targeted opportunity to present your products and services to an international audience of senior decision makers across the crop production spectrum.

Conference (optional) : The CropWorld 2010 conference programme developed in conjunction with an international advisory board has been designed to provide you with the opportunity to tailor your own agenda to suit your needs. The first day will include a series of plenary sessions led by key stakeholder organizations in global crop production including top government representatives, chief scientists, influential business leaders and many more. The second and third day will include 24 content focused sessions spread over four themed streams i.e. Stream A : Science & Technology, Stream B : Applied Research, Stream C : Business & Farm Business Management, Stream D : Trade & Marketing.

Attendees will include senior decision makers from the following sectors : Seeds, Agrochemicals, Sprayers and spraying equipment, Fertilizer applicators and associated equipment, Agricultural management solutions coupled with Global Positioning Systems, Plant nutrients and fertilizers, Labelling and packaging, Water and irrigation, Precision technology, GM plant breeding and biotechnology, Finance, banks and investment companies, Regulatory

bodies, Laboratory/testing equipment, Research and development, Soil management and testing equipment, Pesticide and fertilizer storage, Education and training, Food buyers and retailers, Farmers and growers, Crop production and business advisors and consultants.

CropWorld is the only event of its kind in the world to embrace all aspects of crop production. Global food security, climate change, environmental and regulatory factors affecting crop production, the future for GM crops, agrochemicals, fertilizers, seeds and crop nutrients, water utilization and irrigation are just some of the topics which will be addressed. The conference will also highlight the role of food retailers and producers, new products, compounds and approaches, the future for post-patent manufacturers, pesticide application and formulation, storage machinery, new technology, together with the policy and politics and politics of crop production.

As an annual event, **CropWorld** will provide a unique educational and networking opportunity for all those engaged in the increasingly complex world of global food production. **CropWorld** is the right exhibition for your Global Business Development. For more detailed day-wise conference programme, please visit www.crop-world.com.

We are pleased to inform you that Agribusiness Division of MCCIA along with British Trade Office -United Kingdom Trade & Investment (UKTI) is planning to organize a Business Delegation to **CropWorld 2010** taking place at ExCeL, London from 1st – 3rd November 2010.

Keeping in view the interest of the business delegation, MCCIA & BTO-UKTI are planning a series of activities including Business to Business meetings, Industry/ Institute / Store visits, and meetings with key stakeholders in London. The main attraction would be networking with the key stakeholders in global food business.

Given the rising amount of business interest between Indian and global Agri business, we are delighted to inform you to join the MCCIA - UKTI delegation to explore newer business opportunities.

The approximate tour cost package would be **Rs. 1.25 lakhs** per delegate (partly in Indian Currency & partly in British Currency) for CropWorld Exhibition & Technical tour. The conference cost is not included in package. The exact tour cost will be confirmed at the time of registration. Looking forward for your active participation in **CropWorld 2010**.

Last date for registration is 27th August 2010.

In case you need any further assistance, please contact -

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