



Global forum
for **innovations**
in **agriculture**

2017 | UTRECHT | THE NETHERLANDS
9-10 May: Jaarbeurs Expo Centre



INNOVATIVE

AGRICULTURE SOLUTIONS
ARE IN DEMAND

www.gfiaeurope.com

Supported by



ABOUT

GFIA

When the Global Forum for Innovations in Agriculture (GFIA) was launched in 2014 in Abu Dhabi, it leveraged partnerships with over 40 influential organisations such as the Food and Agriculture Organisation of the UN, Bill & Melinda Gates Foundation and the World Bank, that wanted a platform to show the world how technology gives us the only real chance of feeding nine billion people without destroying the environment.

With established exhibitions and conferences in the Middle East and Africa, we are delighted to launch GFIA Europe in the Netherlands from 9 -10 May 2017.

Now the most influential series of events shaping the future of sustainable food production, GFIA is the world's largest showcase of sustainable agriculture innovations for increased profits and environmentally responsible farming practices. Unlike other major agriculture events, GFIA is uniquely committed to meeting the needs of both large and smallholder farmers by presenting the best available and emerging solutions with the potential to deliver higher yields without damaging our natural resources and climate.





WELCOME TO THE REGION'S LARGEST EXPORTER OF AGRICULTURAL PRODUCE

After the USA, The Netherlands is the largest exporter of agricultural and food products in the world.

The Dutch agricultural sector exported some € 82 billion of agricultural produce in 2015, accounting for 17.5% of Dutch exports, 10% of the Dutch economy and 10% of employment.

And today, the Dutch agricultural sector is strongly focused on sustainability. With a large population in a small, low-lying delta region where land is at a premium, farmers are embracing new technology that is delivering some of the most intensive, sustainable and efficient farms in the world.

Supporting this enthusiasm for new technology is the globally renowned innovation infrastructure of The Netherlands. Wageningen University is the number one agricultural university in the world and 12 out of the world's top 40 food and drinks companies have R&D centres in the country.

GFIA has received enthusiastic and vocal support from the Dutch Government since its launch in Abu Dhabi in 2014 and we are delighted to stage a regional edition with their continued support in 2017.

Located less than two hours drive from the borders of Germany and Belgium, GFIA Europe will take place in the epicentre of a vast and highly developed agricultural value chain with the potential to deliver 1,000s of visitors from the immediate region alone.

ABU DHABI:

A REMARKABLE SUCCESS

6,503
ATTENDEES

33% MORE
VISITORS
THAN 2015

81
COUNTRIES
REPRESENTED

249
EXHIBITORS
FROM 41
COUNTRIES

862
MEETING REQUESTS
SENT VIA THE ONLINE
MEETING SYSTEM

79%
OF EXHIBITORS
PLANNING ON
EXHIBITING
AGAIN IN 2017



**“Very high quality visitors to our stand,
with many opportunities for business in the future.”**

Brian Ellis, Brian Ellis Consulting

WHO BENEFITS

FROM EXHIBITING AT GFIA EUROPE?

Any company that sells solutions in sustainable agriculture.

75% of visitors in 2016 attended to specifically find new sustainable agriculture innovations. They want to make their businesses more productive. They want to save water and natural resources, improve soil quality, protect livestock health and increase plant yields.

If you can help food producers do that, you can sell products at GFIA Europe.



EXHIBITION

CATEGORIES



Climate-smart
Agriculture



Disease &
Pest Control



Food Losses
& Waste



Controlled
Environments



Biotechnology



ICT In
Agriculture



Mechanisation



Nutrition



Organic
Agriculture



Precision
Agriculture



Renewable
Energy



Saltwater
Agriculture



Soil & Plant
Health



Water
Management



Urban
Agriculture

100%

of exhibitors in 2016 were satisfied with the quantity of attendees, with 54% rating it as 'excellent'

93%

were successful in meeting their event objectives

89%

were satisfied with their ROI of time and money

79%

are planning to return and exhibit in 2017

75%

rated the quality of attendees as 'good' or 'excellent'

65%

agreed that they had made contacts with the potential to 'make a real difference to their business'

PREVIOUS

EXHIBITORS INCLUDE

Ag Leader
Airbus Defense and Space/ GE-Data
AGCO Group
AquaBioTech Group
AKVA Group
Big Dutchman International GmbH
BOM Group
Bord na Mona PLC
Bosch Deepfield Robotics
Buhler AG
CERTHON
CLAAS KGaA
Celtic Cooling
Chief Industries UK Ltd
Cravo Equipment Ltd
Datalab Tehnologije d.d.
Dalsem
Dudutech
FrigorTec GMBH
Fullwood Ltd
Heliospectra A/B
Jain Irrigation Systems Ltd
Japan Plant Factory Association (NPO)
Jiffy Products International BV
Koppert Biological Systems
KUBO / Ubiquitech
Lindsay Corporation
Malaysian Biotechnology Corporation Sdn Bhd
McKinsey & Company
New Holland (CNH International)
Oasis Agrotechnology S.L (New Growing Systems)
OCP
Panasonic Corporation - AVC Networks Company
Philips
Planet Labs
Rijk Zwaan Export
Royal Brinkman
Sygenta
SGS Societe Generale de Surveillance
Spread Co. Ltd



“I’m busy following up leads, so that speaks for itself.”

Geoff Lloyd, Indigrow

WHO

WILL YOU MEET AT GFIA?

GFIA recognises that no organisation alone has the ability to solve the challenges facing food production and that cooperation across the public and private sector along the value chain is critical to changing systems at scale. GFIA brings together decision-makers and leaders from industry, government, research and education, finance and investment and civil society to enable cross-sector collaboration. For GFIA Europe we have developed a marketing plan to deliver over 5,000 visitors from around the world, with a strong focus on buyers from Europe and emerging marketplaces in Africa, South America and Asia.

“The meetings system was very effective for us. We arranged some great meetings and the customer service was excellent.”

Ferhat Benyahia, International Business Development, Silvandersson & Cryonite



75% of visitors specifically attended GFIA to find new sustainable agriculture solutions

71% found products that they could see would benefit their business

62% were the final decision maker or key specifier for purchasing decisions

PREVIOUS

ATTENDEES INCLUDE

Abdulrahman M. Althonayan, Operations Manager, ARASCO, Saudi Arabia

Eng. Ahmed Bin Rashid Al Balla, CEO, National Aquaculture Group (NAQUA), Saudi Arabia

Aidan Cotter, CEO, Bord Bia - Irish Food Board, Ireland

Apoorva Bhagat, Owner, Bhairavnath Poultry Farms, India

Daniel Gad, Board Chairman / Managing Director, Ethiopian Horticulture Cooperative /Omega Farms, Ethiopia

Dr. David Bergvinson, Director General, The International Crops Research Institute for the Semi-Arid Tropics, India

Dawood Al Yahyai, Director of Aquaculture Development, Ministry of Agriculture and Fisheries Wealth, Oman

Dymphna van der Lans, CEO, Clinton Climate Initiative

Ernek Kosherbayev, Vice-Minister of Agriculture, Ministry of Agriculture of the Republic of Kazakhstan

Gerda Verburg, Chair, Committee on World Food Security

Guy Callebaut, Board Chair, GlobalGAP and Vice Chairman of the Board of BelOrta, Belgium

Hans Joehr, Head of Agriculture, Nestle

Dr Hans van der Beek, Agricultural Counsellor for GCC Countries, Embassy of the Kingdom of the Netherlands, Saudi Arabia

Prof. Louise O. Fresco, President of the Executive Board, Wageningen UR

Dr. Mark Post, Professor of Physiology, Maastricht University and the scientist behind the google-funded lab burger

Marc van Ameringen, Executive Director, Global Alliance for Improved Nutrition (GAIN), Switzerland

Mamadou Biteye, Managing Director, Rockefeller Foundation, Africa Regional Office, Kenya

Mohamed Mustafa, Purchase in Charge, Al Ain Dairy, UAE

Pedro Taques, Mato Grosso State Governor, Brazil

Rohtash Mal, Chairman and Managing Director, EM3 AgriServices Pvt. Ltd, India

Ronald Guendel, Political Affairs & Stakeholder Relations, Bayer CropScience

Susana Crespo, Agriculture Industry Manager, Esri, USA

H.E. Dr. Thani bin Ahmed Al Zeyoudi, Minister of Climate Change and Environment, UAE

“An event that is opening the doors to truly international opportunities.”

Phillip Lee, Evolve Growing Solutions



ATTRACTING

THE BUYERS

THE EXHIBITION

Over 200 suppliers from around the world will showcase thousands of working products to help agriculture professionals right along the value chain.

INCUBATOR ZONE

This is an area of the exhibition that features start-up and early stage companies who are looking to raise their profile by meeting with potential partners and investors who can help scale and grow their innovations.

OPEN INNOVATIONS THEATRE

This semi-open area strategically located on the exhibition floor gives 100 innovators 10 minutes each to show the audience how their solution could increase yields without damaging the environment.

VERTICAL FARM

Visitors will have the chance to learn about vertical farming up close, with a hi-tech growing system on display in the exhibition area.

SCIENCE AND RESEARCH ZONE

This is an area of the exhibition that gives a platform to universities and R&D institutions to showcase projects and partner with industry to take great ideas from the lab to the market.

EVENING RECEPTION

Held on the first night of the event, this is a chance for attendees to network and meet in an informal, relaxed setting.

AWARDS

The GFIA awards will recognise leaders in sustainability and innovation across agriculture with successes across farming sectors, by young farmers, by agtech startups and by R&D being honoured.

ROUNDTABLE DISCUSSIONS

30+ roundtable discussions will provide an opportunity for participants to tackle business-critical topics in small groups of 10 led by an industry expert.

SIDE EVENTS

Each year visitors are invited to a number of partner events run by GFIA supporters. Clinton Climate Initiative, CGIAR, the EAT Initiative, GFAR, SAI Platform, USAID, The University of Arizona, the Kingdom of the Netherlands, The Rockefeller Foundation and the Global Alliance for Climate-Smart Agriculture have all held side events at GFIA.

TECHNICAL TOURS

Technical tours will give participants the opportunity to see innovation in action by visiting some of the very best sustainable farming operations, businesses and R&D facilities in The Netherlands.

LIVESTOCK AREA

This display of award-winning livestock will incorporate solutions in animal feed and nutrition.

START-UP PAVILION

An area of the exhibition that features start-up and early stage agtech companies looking to raise their profile and meet with potential partners and investors who can help scale and grow their innovations.

DEMO ZONE

The demo zone is located in the exhibition area and accessible to all visitors. Exhibitors will give live and practical demonstrations of their products and systems. Live demo slots will offer exhibitors 20 minutes in the spotlight and can be booked as part of an exhibition package.

DELIVERING

YOUR SUCCESS

ONLINE MEETING SYSTEM

In 2016, visitors and exhibitors used the meeting system to request 862 meetings before the show opened. Use this facility before the event to search for relevant buyers and ensure you have meetings booked for your sales team ahead of your trip to Utrecht.

ONLINE PRODUCT SHOWCASE

Visitors have told us that they want more information on the products exhibitors will be selling. So add photos and descriptions of your products and services to our online library ahead of the show.

MARKETING TOOLKIT

Sign up to exhibit and receive a marketing toolkit, providing you with numerous ways to promote your brand and products within GFIA marketing and communications campaign completely free of charge.



STAND PACKAGES

SPACE ONLY STAND: Your company is free to design and construct its own stand (minimum of 12 sqm required).

SHELL SCHEME STAND: Your stand will include modular walls, name board, carpet, lighting, 13 amp power socket, basic stand cleaning and furniture package comprising table, chairs, shelves and counter (minimum 9 sqm required).

“Inclusive, innovative, enlightening...
great products and contacts.”

Nicholas Brown, Cheshire Breeding





BOOK YOUR STAND

To discuss the opportunities for your company at GFIA further, or to view the floorplan and book your stand today, contact:

David Stradling
Sales Director

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