



IDEAS | INNOVATIONS | TECHNOLOGIES | BUSINESSES

Global Seed Trade and Technology Congress

18 - 21 September, 2019

Hotel The Lalit Ashok | Bangalore

Focus on

Africa

Asia

www.seedworld.in

Bringing Seed World to One Platform

SeedWorld- The Gateway to Global Seed Market

Global agriculture today is faced with the dilemma of meeting the growing demand for food, which is likely to increase by 75% by 2050 (vis-a-vis to 2007 levels). This huge target has to be achieved in the context of climate change and declining resources of agricultural land and water, while withstanding the societal and environmental pressures. The onus will fall on seeds, the most critical input for agricultural (crop) production. The global seed industry will collectively have to take the responsibility for meeting this objective in a sustainable manner.



The seed industry today, with a trade of more than USD 60 billion is a technology driven, responsible partner in world agricultural development. Thousands of seed companies in association with millions of seed producing farmers are ensuring that the crop- producing farmers have fair access to clean, quality seeds at affordable prices. Continuously innovating to meet the changing needs, the industry focuses on technologies that leave positive impact on our society, and ensure that the resultant agricultural production systems are more resilient and more sustainable.

The Indian Council of Food & Agriculture (ICFA) which is always in the forefront of engaging with players in the value chain to find solutions to existing and emerging challenges in agricultural development, is organizing an International meeting of various seed stakeholders to discuss and develop a strategic plan for seed sector advancement. **SEED WORLD 2019**, to be organized in Bangalore, India on 18-21 September 2019, will focus on the growth parameters for the sector in Asia and Africa.

Bangalore- The Host City!

"An important seed hub, particularly for vegetable seed R&D and production"

Bangalore, also known as Bengaluru (Kannada) is the capital of the Indian State of Karnataka. Bangalore is nicknamed the Garden City and was once called a Pensioner's Paradise. Located on the Deccan Plateau in the south-eastern part of Karnataka, Bangalore is India's third most populous city. There are a number of expats from across the world living in the city, thanks to the growing presence of Multi-National Companies.

Today as a large city and growing metropolis, Bangalore is home to many of the most well-recognised colleges and research institutions in India. Numerous public sector heavy industries, software companies, aerospace, telecommunications, and defence organizations are located in the city. Bangalore is known as the Silicon Valley of India because of its position as the nation's leading IT exporter. A demographically diverse city, Bangalore is a major economic and cultural hub and the fastest growing major metropolis in India.

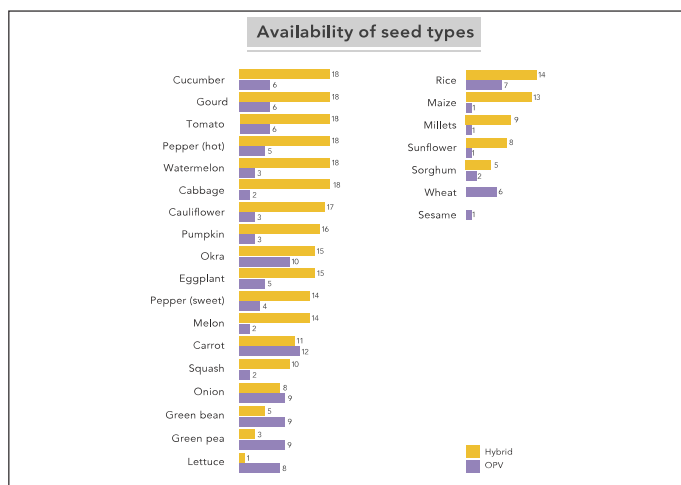
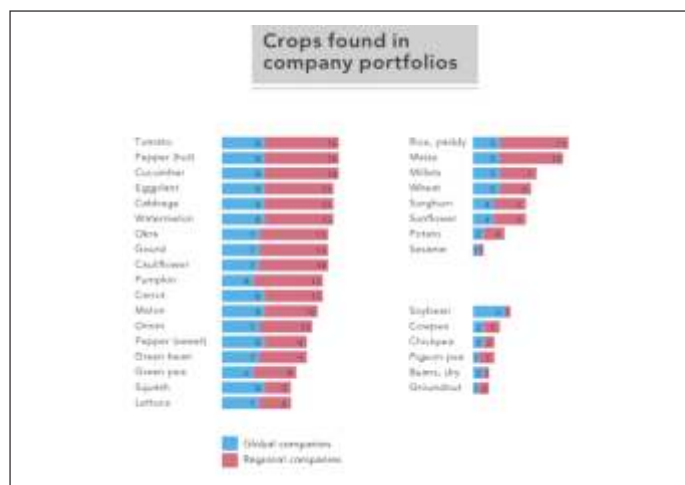
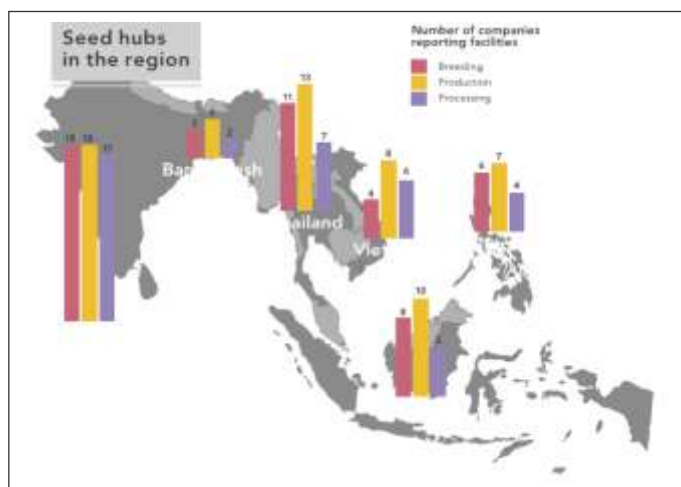
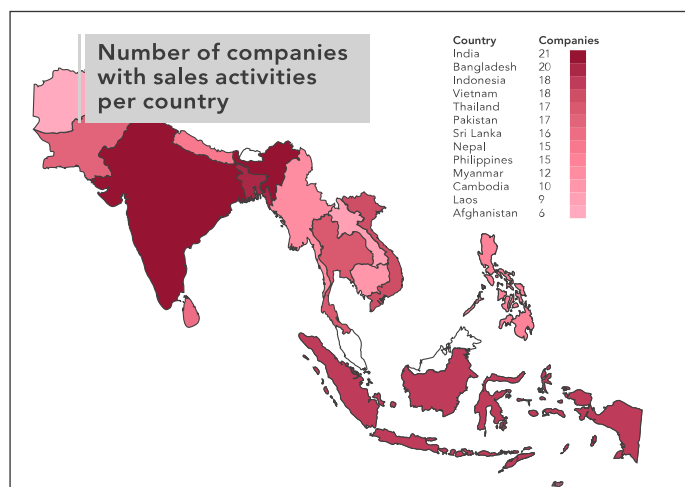


Focus on Asia and Africa

India, with a seed trade of nearly USD 2.5 billion, has been ranked among the top five seed economies of the world for some time and has been a strong partner in developing the seed businesses in the neighboring countries and assisting the growth of their seed sector. India accounts for nearly half of the vegetable seed and 70% of the field crops seed requirements of the Asian countries, besides that of African nations, with its limited seed exports worth nearly \$ 100 million.

Asia and Africa, in view of their increasing demand for food are the new growth drivers for enhancing the global seed market. Asian seed industry, with nearly one-third share of global seed trade and growing with a CAGR of 10-12% (higher than the industry average), has emerged as a seed production and marketing hub. The seed industry in the region, with strong R & D network is developing products with higher productivity and better resilience to biotic and abiotic stresses, has carved out a important place for itself in the global seed supply chain. Most of the leading seed industry majors have started their R & D farms or production bases in the region, to capitalize on the climate for seed production and the growing market.

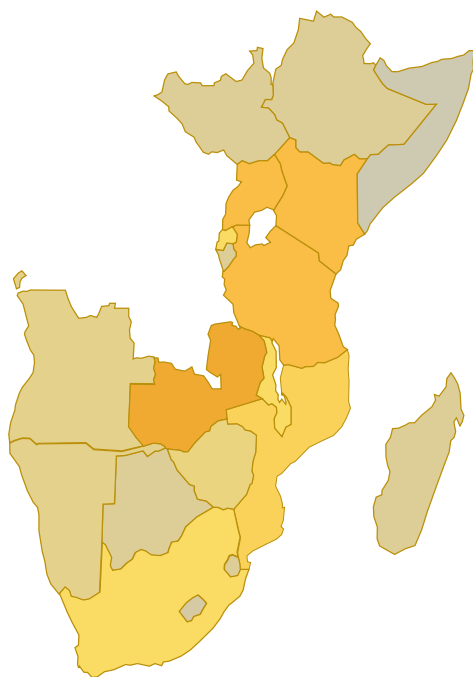
In Africa, agriculture and agribusiness account for nearly 50% of the region's economic activity, and is driven by small -holder farmers, who comprise nearly 70% of people directly reliant on agriculture for their livelihoods. A vibrant, modern and competitive seed industry is essential to improve agricultural productivity in this region. At the moment, just about one-third of farmers in Africa have access to good quality seeds. Quality seed is critical to enabling farmers raise agricultural productivity, increase income and reduce poverty. The informal seed systems (self-saved seed or farmer-to-farmer seed exchange) accounts for 80-90% of the seed used by smallholder farmers. It is thus important that the various non-governmental partnership programs / projects operating there with the support of the Asian seed industry, are relevant to issues surrounding development of seed industry in the African continent.



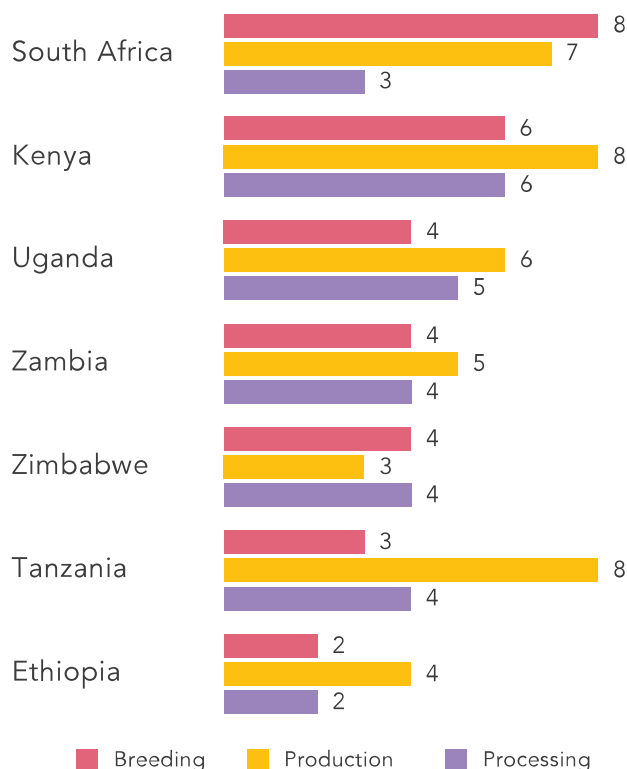
* Asian seed industry

Source: www.accesstoseeds.org

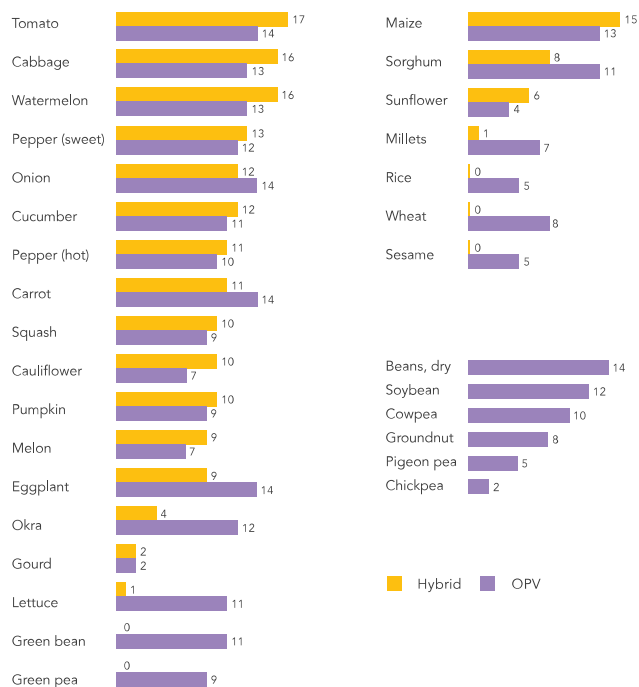
Seed company presence



Seed company investment



Crops and seed types found in company portfolios



Global Seed Trade and Technology Congress

SEED WORLD 2019, will be a meeting of all the important seed stakeholders including seed industry, farmers, national and international seed policy makers and agricultural development officials and will address the issues related to providing appropriate seed choice to the farmers with technologies aimed at unlocking the potential of plant genetic resources, understanding the diversity and complexities of biodiversity legislations, facilitate movement of seeds across the borders for research and commercialization under a fair science based regulatory framework, respecting the intellectual property rights with equitable benefit sharing with communities and governments and creating an awareness about illegal seed practices being a threat to farmers' livelihood and global food security.

SEED WORLD 2019 is being structured to include two days of Conference discussion sessions (19 & 20 September) with five sessions analyzing the issues related to enhancing seed trade in the region, phytosanitary concerns regulating the international movement of seeds, access and benefit sharing under the international IPR and biodiversity legislations & guidelines and good seed industry practices. One day (21 September) is being dedicated for field visits to facilities of leading seed companies around Bangalore. The event will be inaugurated on 18 September evening with a Key Note presentation to set the tone for the Congress.

Highlights of SeedWorld

- Enhancing Seed Trade
- Focus on Asia and Africa
- National and Global Participation
- Addressing Policy, Trade and Technology Issues



Join the SeedWorld

- Global Visibility and Great Branding
- Collaborations and Partnerships
- Marketing and Business Opportunities
- Technology and Investment Potential



Program Details

Wednesday 18 September 2019	
Inaugural Session	1900 hrs
Dinner	2030 hrs
Thursday 19 September 2019	
Technical Session 1: Enhancing Seed Trade	0930 hrs
TEA	1050 hrs
LUNCH	1330 hrs
Technical Session 2: Enabling a regulatory environment for international movement of seeds	1430 hrs
TEA	1550 hrs
Technical Session 3: CEO Panel Discussion on Seed Trade	1620 hrs
Session Close	1800 hrs
DINNER	2000 hrs
Friday 20 September 2019	
Technical Session 4: Harmonizing a Intellectual Property Rights Regulatory Regime in Seed Industry	0930 hrs
TEA	1050 hrs
LUNCH	1300 hrs
Technical Session 5: Establishing an industry promoting policy environment for seed sector growth	1400 hrs
Chairman's Remarks	1410 hrs
High Level Panel Discussion on Policy & Regulation	1420 hrs
TEA	1550 hrs
Plenary Session	1620 hrs
Session Close	1800 hrs
DINNER	2000 hrs
Saturday 21 September 2019	
Field Visits: Itinerary 1 & 2	0800 hrs



Sponsorships

Principal Sponsor / Partner State / Platinum Sponsor

(INR 12 lac. Foreign Bodies USD 25,000)

1. Official status of the Principal Sponsor / Partner State of the Event.
2. Name and logos to appear along with the organizers in all the promotional materials like posters, leaflets and program banners.
3. Three banners are to be displayed at the venue.
4. Name and logo to appear in all advertisements in national and regional newspapers, magazines, website.
5. Stall of 18 sq. mt complimentary
6. Back page advertisement in the Event Souvenir.
7. Sponsor to share inaugural as well as concluding dais.

Main Sponsors

(INR 7.5 lac. Foreign Bodies USD 15,000)

1. Official status of Main Sponsor of the event.
2. Names and logos to appear in promotional materials like posters and program banners.
3. Special acknowledgment during inaugural and concluding functions.
4. Stall of 9 sq. meter complimentary
5. Name and logo to appear in all advertisements in national and regional newspapers, magazines, websites.
6. Color page advertisement in the Event Souvenir.

Sponsors

(INR 4 lac. Foreign Bodies USD 10,000)

1. Official status of Sponsor of the event.
2. Names and logos to appear in promotional materials like

posters and program banners.

3. Two banners (6x3 feet) displayed at the venue.
4. Special acknowledgment during inaugural function.
5. Colour page advertisement in the Event Souvenir.

Co-Sponsors

(INR 2.5 lac. Foreign Bodies USD 7,000)

1. Official status of Co-Sponsor of the event.
2. Names and logos to appear in promotional materials like panels, Standees and program literature.
3. One banner (6x3 feet) can be displayed at the venue.
4. Special acknowledgement during concluding function.
5. B/W page advertisement in the Event Souvenir.

Dinner Sponsors

(INR 6 lac. Foreign Bodies USD 12,000)

1. Dinner sponsors will have their logo carried on all dinner invites.
2. Dinner Sponsors logos will be carried in all site panels and other promotional material.
3. Sponsors will have their 2 standees (4' x 7') placed at the venue area.

Lunch Sponsors

(INR 4 lac. Foreign Bodies USD 10,000)

1. Lunch sponsors will have their logo carried on all lunch invites.
2. Lunch Sponsors logos will be carried in all site panels and other promotional material.
3. Sponsors will have their 2 standees (4' x 7') placed at the venue area

Delegate fee

Bulk Discount

Early Bird Discount

\$300 Foreigners Delegate	3 - 5 Registrations 15% Discount	Before 15 July 2019 15% Discount
INR 12500 for Indian Delegate	6 and more Registrations 20% Discount	Before 15 August 2019 10% Discount
INR 7000 for Student/Farmer		

- SEED WORLD 2019 will also include a small exhibition area to enable the seed industry of the region showcase their new technologies and services; and facilities for trade development. (Stalls: 3x3m: INR 100,000 / \$ 2000; 3x2m: INR 70,000 / \$ 1500).



REPLY FORM

1. Name and Address of the Organisation

Details of the Contact Person

Name.....

Designation.....

Phone.....

Mobile.....

Fax.....

E-mail.....

2. Fascia (as it should appear on the stall in block letters).....

3. Details of products to exhibit.....

4. Sponsorships

- ☐ **Principal Sponsor / Partner State / Platinum Sponsor** (INR 12 lac. Foreign Bodies USD 25,000)
- ☐ **Main Sponsors** (INR 7.5 lac. Foreign Bodies USD 15,000)
- ☐ **Sponsors** (INR 4 lac. Foreign Bodies USD 10,000)
- ☐ **Co-Sponsors** (INR 2.5 lac. Foreign Bodies USD 7,000)
- ☐ **Dinner Sponsors** (INR 6 lac. Foreign Bodies USD 12,000)
- ☐ **Lunch Sponsors** (INR 4 lac. Foreign Bodies USD 10,000)

5. Delegate Fee

* attach extra sheet, if required

S. No.	Delegate(s)	Numbers	Amount

* attach extra sheet, if required

7. Sponsorship/Stall Booking/Delegate(s)

S. No.	Booking	Category	Size	Rate	Qty	Amount
1.						
2.						
3.						

Grand Amount Payable (INR/USD)

(+ 18% GST extra)

All payments by Cheque/Demand Draft only, in favour of "Indian Council of Food and Agriculture", payable at New Delhi. Please add 18% statutory GST (Goods & Services Tax).

Payment Details

Demand Draft no..... dated drawn on..... amount Rs..... in favour of **Indian Council of Food and Agriculture**, payable at New Delhi

Date
Place Name Designation Signature (with seal)

Indian Council of Food and Agriculture account detail for online payments

Beneficiary Name INDIAN COUNCIL OF FOOD AND AGRICULTURE **Beneficiary A/C No** 50200009753362

Beneficiary Bank HDFC Bank **Beneficiary Branch** KAILASH BUILDING, KG MARG, NEW DELHI-110001, INDIA

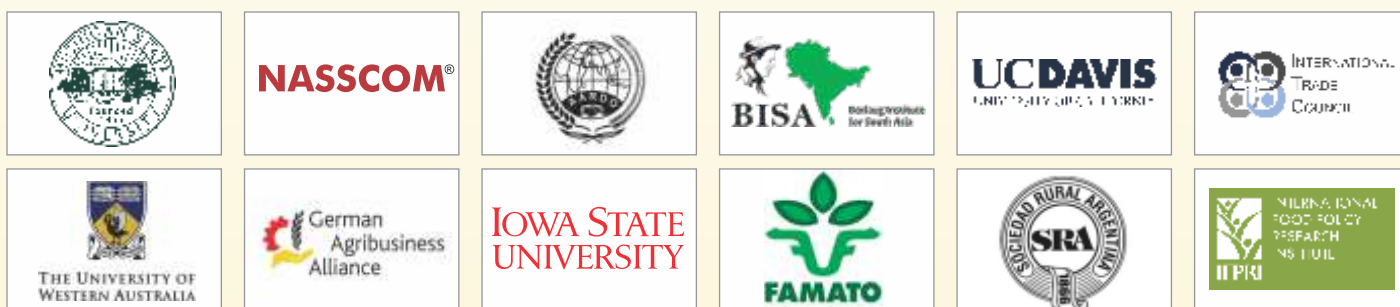
IFSC Code HDFC0000003 **MICR Code** 110240001 **Swift Code** HDFCINBBDEL

About ICFA

Indian Council of Food and Agriculture is the apex body in India, working on business, policy and development agenda and serving as global platform for trade facilitation, partnerships, technology and agribusiness services. A proactive approach helps ICFA in discerning critical challenges emerging in Indian agriculture along with creating opportunities for development, value addition and international trade to accelerate growth in food and agriculture sector globally. With its 27 industry Working Groups and sector specific Business Councils, ICFA represents the interests of key stakeholders at the national level and through its international platforms and partnerships, ICFA facilitates India's global engagement in food and agriculture sector.

For enhanced sustainability, food safety and quality standards, ICFA has taken up the Agriculture Stewardship Program by launching Healthy Food Initiative program and Good Agriculture Practices (GAP) project. In a short period of two years, the Council has signed up MoUs with the University of California, University of Maryland, Michigan State University, Iowa State University, Western Australia University, German Agribusiness Alliance, Borlaug Institute for South Asia, African Asian Rural Development Organization Nasscom, Sociedad Rural Argentina (SRA), FAMATO, CCI Pau Béarn and IFPRI etc. Through international partnerships, ICFA envisions to mobilise technologies and investments that will catalyse agribusiness and agri start-ups. The 20 Member ICFA Board has distinguished luminaries with the Pioneer of India's Green Revolution, Prof MS Swaminathan as its Patron.

ICFA Partners



ICFA Members



Awaiting to assist your participation

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