



Agri-Tech Trade Delegation to India

Pune

10th– 14th December 2019

Calling UK Agri-Tech companies to participate in DIT's trade delegation to Pune, India.

Interact directly with government officials, buyers, dealers and progressive farmers in India's biggest agricultural region.

There will be elevator pitch sessions, networking, site visits and opportunity to exhibit at DIT pavilion in India's largest Agri-Tech trade show.

To register, please contact:

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Pricing: No charges

Delegates will need to bear cost of travel, accommodation and incidentals. However, limited TAP grants available on application, on first come, first served basis – details on next page.

**Very last date for registration:
4th November 2019**

Limited slots, APPLY NOW!

Agriculture is an important sector in India contributing to 15 per cent of the GDP, supporting livelihood for about 44 per cent of India's workforce who farm on total arable land area of 156 million hectares, the second largest in the world, ensuring food security to roughly 1.3 billion people.

Agriculture and allied sector is critical to India's growth story. The Government of India has recently prioritised Doubling Farmers' Income as a National Agenda, putting considerable focus on supply chain perspectives in agriculture and market development in addition to productivity augmentation. Funding in agritech startups in India has grown from US\$ 36 mn 2017 to US\$ 53 mn in 2018, indicating the growing enthusiasm of investors and their belief in the potential of agritech in India. In first half of 2019 funding figures are close to US\$ 248 mn!

Degradation of land, reduction in soil fertility, increased dependence on inorganic fertilizers for higher production, emerging pest resistance are some of the several manifestations of India's unsustainable agricultural practices. The sector suffers from poor resource utilisation, with the production quantum and productivity still being quite low. In addition, use of water in agriculture continues to be high and sub-optimal making India a net exporter of virtual water and puts its long run agronomic sustainability in question.

Demand exists for UK technologies in plant and animal science, precision agriculture and technologies that help improve yield or save resources esp. water to increase farmers' incomes.

Mission outline:

The mission starts in Pune with attendance at the [29th edition of Kisan](#) event. Kisan means 'Farmer' in Hindi. This is one of the biggest annual agritech events in India with a *footfall of approximately 200,000 visitors* from all over India. The event is spread over an *area of 17,000 sq metres* with more than *550 exhibitors* expected to participate. Trade delegations from other countries like China, Israel, South Korea, Taiwan and Turkey have participated in previous years in this trade show.

The event will provide a platform to meet the whole gamut of Indian agri industry contacts: the experts, manufacturers, dealers, traders, trade associations, processors, policy makers, bankers and farming community. The event showcases the best and latest in the agriculture sector, making it a significant platform for starting business partnerships.

Why Attend?

- Exclusive space within DIT pavilion in the expo area;
- Exclusive B2B sessions, networking receptions and interaction with an unmatched audience;
- Opportunity for an elevator pitch to key policy influencers and buyers of agricultural goods, services, technologies;
- Opportunity to see an Indian farm in operation (site visit)

Tentative Programme:

10 Dec	Tue	<i>Arrive in Pune + Attend Briefing Session by DIT in the evening</i>
11 Dec	Wed	<i>Participate in Kisan Agri Show at DIT pavilion + Networking reception</i>
12 Dec	Thu	<i>B2B sessions with potential Indian buyers and dealers at Kisan Agri Show</i>
13 Dec	Fri	<i>Participate in Kisan Agri Show at DIT pavilion</i>
14 Dec	Sat	<i>Site visit to an Indian farm on way to Mumbai + Wash up session with DIT</i> <i>Delegates can depart late night for UK from Mumbai</i>

Accommodation in Pune:

- In Pune (10-14 Dec) rooms can be arranged at a discounted rate of INR 8,500/- (inclusive of breakfast, wi-fi and excluding tax) per night- **Exact hotel TBC** by 1st Nov
- Please note companies need to send delegate names & flight details by 11th Nov; if not DIT will not be able to provide hotel rooms; **beyond 11th Nov delegates have to book hotel on their own**

Pricing: No charges for UK companies

Delegates will need to arrange and pay for expenses towards flights, accommodation, meals and incidentals. There are limited Trade Show Access grants available for eligible companies on first come first served basis; if interested to avail funding please contact Chris Jackson at exports@uktag.co.uk

To register your interest for joining the delegation, please contact:

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