



# WORLD AGRI 09

TRADE EXHIBITION & CONFERENCE

**“SHARING KNOWLEDGE,  
SKILLS, TECHNOLOGY,  
EXPERTISE IN ONE PLATFORM  
TO FEED THE WORLD”**

#### FROM THE ORGANIZER

When the World faces a Global Economic Crisis, this event was organised with one objective: to successfully enhance the “sharing of knowledge, skills, technology and expertise to feed the world, to curb poverty and develop a strong agricultural economy worldwide. The call to the world is to turn back to the basics, “Agriculture” and develop it for sustained economic growth.

**5 - 6 - 7 OCTOBER 2009**  
PUTRA WORLD TRADE CENTRE (PWTC)  
KUALA LUMPUR MALAYSIA  
[www.worldagritrade.com](http://www.worldagritrade.com)

**HARVESTING PROSPERITY  
IN TIMES OF GLOBAL  
ECONOMIC CRISIS**



#### FACE TO FACE BUSINESS TO BUSINESS

We will put you face to face in front of the most influential business people and decision makers in the agri world.

SUPPORTED BY:



ORGANISED BY:



# The Exhibition

"Sharing Knowledge, Skills, Technology And Expertise To Feed The World"

## We Deliver Quality Buyers And Business Leads

### Introduction

In October 2009, thousands of agricultural buyers and sellers from 5 Continents will meet at Kuala Lumpur, Malaysia to turn the wheels of global agriculture in one strategic platform.

These decision makers who have purchasing plans will come seeking for solutions, products, services and to establish network for a wide range of agri sectors.

World Agri-Trade 2009 is geared to bring together the largest assembly of solution and resource providers globally to explore trade opportunities and new business synergy.

The show offers a wide spectrum of products and services including latest technology, latest products, new innovations, latest discoveries in agriculture and business solutions for the unique needs and requirements of the agricultural sectors. It will further enhance closer ties and transfer of technology with agricultural ministries and Agencies of the World for sustainable agricul-

### Advertising & Promotions

#### DIRECT MAIL & E-MAIL CAMPAIGNS

Thousands of key decision-makers will receive up to three targeted direct mail and e-mail.

#### PUBLIC RELATIONS

An international press conference will be held prior to the show. An on-going targeted public relations and media campaign with the leading printed and electronic media.

#### PRE-SHOW MARKETING

Meetings with overseas Government Agricultural Ministries, Agencies and Corporate organisations.

#### B2B MATCHING

We provide B2B matching  
[www.worldagritrade.com](http://www.worldagritrade.com)

On-line Advertising, Exhibitor information, and Exhibit set-up resources.



*Broker major deals and get more orders*

### Business 2 Business Matching



### Meet 10,000 Potential Buyers Face-to-face And Get Connected

### Participation Cost

**15%**

*Discount for early bird registration  
effective till end May 2009*

#### BEFORE DISCOUNT

##### PACKAGE 1 Bare Space

Min. 36 sqm @ US 335 per sqm.



##### PACKAGE 2 Shell Scheme

Min. 9 sqm (3 x 3 sqm) @ US 370 per sqm.



##### PACKAGE 3 Walk-on

Min. 12 sqm. (3 x 4 sqm) @ US 410 per sqm.



##### PACKAGE 4 Pavilion

Min 54 sqm. (9 x 6 sqm) @ US 350 per sqm.



### Event Facts

#### NAME OF EVENT

WORLD AGRI TRADE  
EXHIBITION & CONFERENCE 2009

#### NATURE OF EVENT

International Exhibition  
on Agriculture

#### DATE

5 - 6 - 7 OCTOBER 2009

#### TIME

10.00 am - 6.00 pm

#### VENUE

Hall 1 & 2

Putra World Trade Centre (PWTC),  
Kuala Lumpur, Malaysia

#### EXPECTED TRADE VISITORS

10,000 Trade Buyers

#### ADMISSION

On-line Pre-registration

On-site Registration required  
(Exhibition Only)

### Your Choice Audience

- An audience who are ready to purchase.
- The latest innovations and technology in agriculture that boosts productivity.
- Showcase with the industry's prime Agri Companies
- Help get projects expedited.
- Meet financial institutions that provide funding for your projects.
- Get insights into the latest trends in agricultural machinery, biotechnology, fertilizer, livestock management.
- Meet the agriculture industry pros for three days of networking, sales and lead generation.
- Meet innovators and experts in the field of agriculture.

### Exhibitor Profile

- Agri Government Ministries/Agencies
- Agricultural Chemicals
- Agricultural Machinery & Equipment
- Agricultural Financing/Banks
- Animal Health Products/Veterinary
- Aquaculture Equipment & Supplies
- Agri Consultancy And Advisory
- Agri Engineering Services
- Buying Houses & Agents
- Biotechnology
- Bio-Fuels
- Feed And Feedmills
- Fertilizers organic and inorganic
- Food Wholesalers And Suppliers
- Food Processing Plant & Equipment
- Fruit & Fruit produce
- Horticulture Supplies And Services
- Importers And Exporters
- Irrigation Systems And Equipment
- Laboratory Testing And Research
- Landscaping
- Livestock And Poultry
- Palm Oil Processing And Equipment
- Plantation Owner
- Research And Development Institutions
- Seeds And Planting Materials

# Spaces are limited so book now!

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# We Deliver Top Class Conference Speakers

## Introduction

World Agri Trade 2009, is designed to be an important regional event for the Agricultural industry worldwide.

A dynamic, informative, educational and solution provider invoking the transfer of technology. It offers cutting-edge technology, industry expertise, the latest innovations, latest discoveries, effective solutions, and addressing today's pressing issues in the agricultural world.

Scientists, Technologists, Experts, Financial Consultants, Strategists, Industry leaders as well as Government Agencies and Students in the field of agriculture and technology will come to meet, discuss, question and find solutions for the most pressing issues: how to curb food shortage, poverty and overcoming present Global economic crisis through the advancement of agriculture and how it could contribute to World economy.

The Conference will help create, implement, develop a new era in understanding and finding new solutions through the knowledge of the elite agriculturist to enhance the agricultural industry to new heights.

World Agri 2009 offers you a “World-opportunity” in providing, offering and finding solutions that make the wheels of Global agriculture turn.

## Advertising & Promotions

### DIRECT MAIL CAMPAIGN

Thousands of key will receive up to three targeted direct mail and e-mail.

### PUBLIC RELATIONS CAMPAIGN

A public relations campaign with the leading agricultural trade publications and Media worldwide.

### SPECIAL INVITATIONS

Special invitations are being extended to Government Agricultural Ministries, Government agencies, Financial Institutions and Corporate organizations globally.

### THE WEB

[www.worldagritrade.com](http://www.worldagritrade.com)

The website features on-line advertising, Conference Attendee Registration, Travel and Accommodation information.



Connect with industry leaders

## Preliminary Conference Topic

- Global Economic Crisis: How agriculture can play a vital role to curb food shortage, poverty and help overcome present Global economic crisis through the advancement of sustainable agriculture?
- Sustainable Food Security: Production, Processing, Marketing, Distribution and Consumption: A new solution!
- How to curb poverty and malnutrition through improved modern farming methods, financial funding and education?
- The Role of Government in developing, advancing, financing, educating and meeting the needs of the agricultural sectors: Control and funding for agricultural produce and related sectors: security, regulations, valuations, setting margins, for agricultural entrepreneurs, existing farmers, small holders and plantation owners, easy access to land procurement and development for agriculture. Consumer protection measures and setting price.

- Rice “The latest developments for higher yields and nutritious value”

- How to create a global network to increase competitiveness in agriculture export opportunity, pricing, delivery especially for the developing countries?

- Latest discoveries in Biotechnology, Phyto- biotechnology and its application solution for the Agri industry, the way forward.

## Event Facts

### NAME OF EVENT

WORLD AGRI TRADE CONFERENCE 2009

### NATURE OF EVENT

International Conference on Agriculture

### DATE

5 - 6 OCTOBER 2009

### TIME

8.30am - 4.00 pm

### VENUE

Dewan Merdeka Conference Hall

Putra World Trade Centre (PWTC),

Kuala Lumpur, Malaysia

### EXPECTED PARTICIPANTS

2,000

### ADMISSION

On-line and Pre-registration

## Global Target Audience

- Agri Government Ministries
- Agri Government Agencies
- Agronomist
- Animal health sectors
- Buying houses
- Business & Trade Councils
- Corporate organizations
- Dairy Sectors
- Agri Consultants
- SME/SMI
- Financial Institutions/Banks
- Public & Private Universities
- Agri based businesses
- Importers & Exporters
- Farm owners
- Poultry breeders
- Research & Development
- Pharmaceutical
- Farmers
- Plantation owners
- Trade Consulates
- Trade Associations
- Horticulturists
- Pharmacist
- Environmentalist
- Ecologists
- Biotechnologists
- Phyto-biotechnologists

## Participation Fee

## 10% Discount

Discount for early bird registration effective till end May 2009, applies for all participants

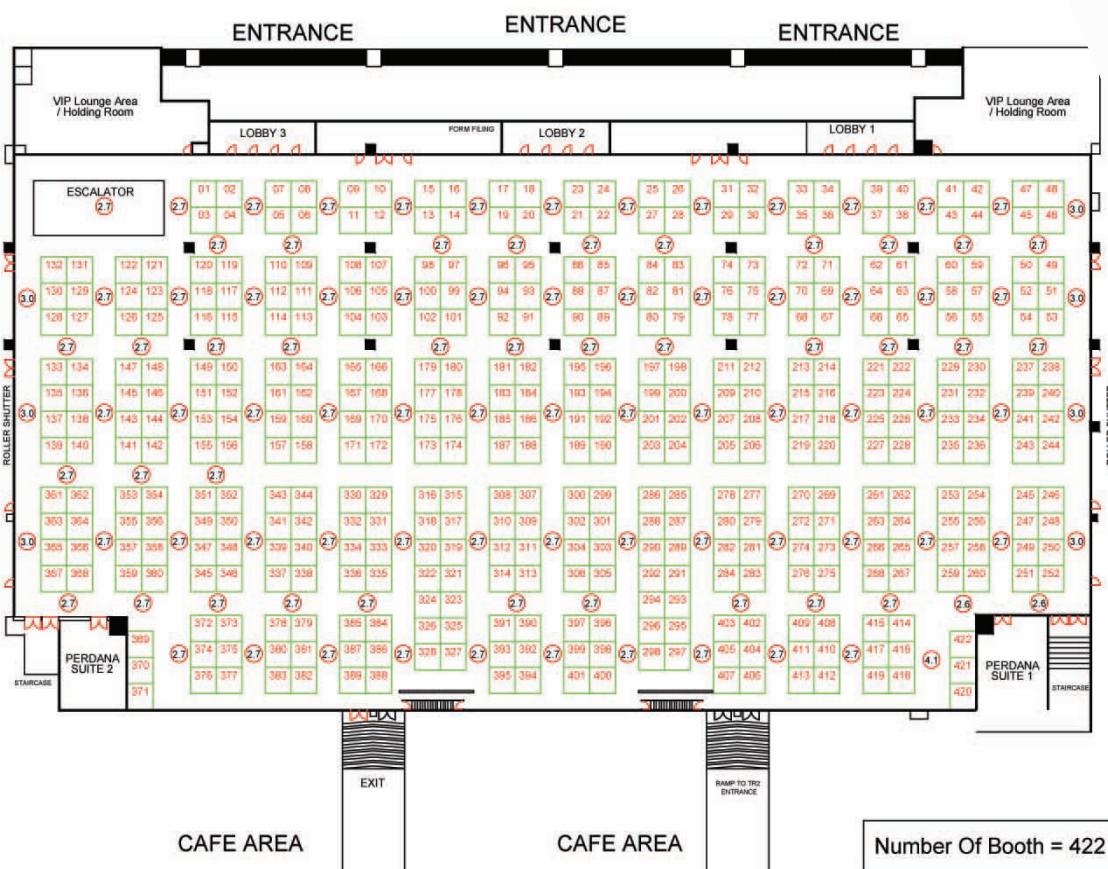
All Participants	US 400
Govt. Participants	US 350
Students	US 100

# The Venue

Sprawling over 1.7 million square feet with 253,000 sq feet of exhibition space, Putra World Trade Centre (PWTC) is known for its high levels of personal service and a flexible approach to event management. The 42 storey exhibition centre combines the best of modern architecture with traditional Malay culture. With the state-of-the-art facilities and a customer oriented approach, Putra World Trade Centre Kuala Lumpur is a natural choice for local and international conventions, conferences, exhibitions, and trade shows. Strategically located in the heart of the city, Putra World Trade Centre is reputed to be one of the foremost exhibition venues in South East Asia.



PUTRA WORLD TRADE CENTRE (PWTC) KUALA LUMPUR, MALAYSIA



PROJECT / EXHIBITION / SHOW	LOCATION / COUNTRY	CLIENT	PERSON IN CHARGE	DRAWING TITLE	PROJECT NUMBER	DRAWING NUMBER
<b>WORLD AGRI 09</b> TRADE EXHIBITION & CONFERENCE	PWTC		SHAM DRAWN BY IEYDA	PLAN DATE 070409	WA09/03/09/00610	WA09/03/09/0-00



TwoJ Exhibition (M) Sdn Bhd