

Conference on **AGROCHEMICALS** 2011

February 10-11, 2011

Venue: Hall of Culture, Nehru Centre, Worli, Mumbai

Theme: Opportunities, Challenges, Innovations
and Imperatives for Growth of Indian Agrochemical Industry



Organized by

Supported by



Dept of Chemicals & Petrochemicals
Govt of India



Website: www.ficci.com



The Industry...

India is the fourth largest producer of agrochemicals globally, after United States, Japan and China. The agrochemicals industry is a significant industry for the Indian economy. The Indian agrochemicals market grew at a rate of 11% from USD 1.22 billion in FY08 to an estimated USD 1.36 billion in FY09. India's agrochemicals consumption is one of the lowest in the world with per hectare consumption of just 0.58 Kg compared to US (4.5 Kg/ha) and Japan (11 Kg/ha). In India, paddy accounts for the maximum share of pesticide consumption, around 28%, followed by cotton (20%). Indian population is increasing and the per capita size of land decreasing, the use of pesticides in India has to improve further. Besides increasing in domestic consumption, the exports by the Indian Agrochemicals Industry can be doubled in the next four years if proper strategies and sophisticated technologies are adopted by the industry.

Industry Structure...

In India, there are about 125 technical grade manufacturers (10 multinationals), 800 formulators, over 145,000 distributors. 60 technical grade pesticides are being manufactured indigenously. Technical grade manufacturers sell high purity chemicals in bulk (generally in drums of 200-250 Kg) to formulators. Formulators, in turn, prepare formulations by adding inert carriers, solvents, surface active agents, deodorants etc. These formulations are packed for retail sale and bought by the farmers.

The Indian agrochemicals market is characterized by low capacity utilization. The total installed capacity in FY09 was 146,000 tons and total production was 85,000 tons leading to a low capacity utilization of 58%. The industry suffers from high inventory (owing to seasonal & irregular demand on account of monsoons) and long credit periods to farmers, thus making operations 'working capital' intensive.

India due to its inherent strength of low-cost manufacturing and qualified low-cost manpower is a net exporter of pesticides to countries such as USA and some European & African countries. Exports formed ~50% of total industry turnover in FY08 and have achieved a Compounded Annual Growth Rate (CAGR) of 29% from FY04 to FY08.

Key Segments...

Insecticides: Insecticides are used to ward off or kill insects. Consumption of insecticides for cotton has come down to 50% from 63% of total volume after introduction of BT cotton.

Fungicides: Fungicides are used to control disease attacks on crops. The growing horticulture market in India owing to the government support has given a boost to fungicide usage. The market share of fungicides has increased from 16% in 2004 to 20% in 2009.



Herbicides: Herbicides are the fastest growing segment of agrochemicals. Their main competition is cheap labor which is employed to manually pull out weeds. Sales are seasonal, owing to the fact that weeds flourish in damp, warm weather and die in cold spells.

Bio-pesticides: Bio-pesticides are pesticides derived from natural substances like animals, plants, bacteria and certain minerals. Currently a small segment, bio-pesticides market is expected to grow in the future owing to government support and increasing awareness about use of non-toxic, environment friendly pesticides.

Others: Plant growth regulators, Nematocides, Rodenticides, Fumigants etc. Rodenticides and plant growth regulators are the stars of this segment.

About the event...

FICCI jointly with Dept. of Chemicals & Petrochemicals is organizing "**Conference on Agrochemicals-2011**" on **February 10-11, 2011 at Hall of Culture, Nehru Centre, Mumbai**. The theme of the conference is "Opportunities, Challenges, Innovations and Imperatives for Growth of Indian Agrochemical Industry". The conference is supported by Cropcare Federation of India, CropLife India and PMFAI. FICCI's conference on agrochemicals is an attempt to find out the problem and issues being faced by the industry, to debate on the issues and to enhance the growth of the industry.

Objectives...

- ❖ To showcase the potential of Indian Agrochemical sectors and highlight the business opportunities in the sector.
- ❖ To focus on challenges & issues being faced by the industry and strategies to overcome these challenges.
- ❖ To discuss the marketing techniques and strategies that needs to be undertaken to enhance growth in Agriculture output.
- ❖ To understand importance of R & D, Regulatory & IPR issues in agrochemicals.
- ❖ To have the in-depth analysis on market penetration in the current scenario and learn about cropcare protection and thereby increasing agriculture production.
- ❖ To learn about Environment Friendly Pesticides.
- ❖ To understand and know about the recent developments, trends, challenges and make strategic recommendations for development in the agrochemical industry.

Who Should Participate...

- ❖ CEOs, Engineers, Technocrats and Scientist
- ❖ Marketing Chief, Professionals and Consultants
- ❖ Policy and decision makers
- ❖ Industry Associations
- ❖ Contract Research Organizations and contract manufacturers
- ❖ Head-R & D, Regulatory Affairs and Quality Managers



Sessions Coverage...

- ❖ Emerging Trends, Challenges & Opportunities in the Indian Agrichemicals Industry
- ❖ Use of Environmental Friendly Pesticides
- ❖ Role of Plant Protection in Meeting Food Shortages
- ❖ Role of R & D in Agrochemicals, Regulatory and IPR Issues
- ❖ Emerging Market for Crop Care Protection



Delegate Registration

❖ Indian Nationals: INR 5,000 per person

❖ Foreign Nationals: USD 175 per person

(Includes Indian residing abroad and foreigner residing in India)

Incentives

❖ FICCI Members: INR 4,000 per person

❖ For 2 or more delegates from the same Co: INR 4,000 per person

❖ For 5 or more delegates from the same Co: INR 3,500 per person

Please note:

- ❖ The delegate fee includes the conference registration, delegate kit, conference literature lunches, cocktails & dinner.
- ❖ It does not include airfare, hotel stay or any other incidental expenses.
- ❖ Please mention the FICCI Membership number in the Registration Form to avail the discount

Cancellation Policy for Registration:

Requests received in writing before January 31, 2011 will be considered for cancellation. A 25% handling charge will be deducted from the total amount deposited towards the delegate fee and the rest refunded by cheque. No amount will be refunded after January 31, 2011.

Branding Opportunities...

Conference on Agrochemicals is offering a unique branding opportunity to companies for promoting new products, new innovations and services to the existing and new customers through the following options.....

❖ Platinum Partner INR 3 Lacs

❖ Gold Partner INR 2 Lacs

❖ Silver Partner INR 1 Lac

❖ Cocktails & Dinner Partner INR 2.5 Lacs

❖ Lunch Partner INR 2 Lacs

❖ Kit Partner INR 1 Lac





Platinum Partner (INR 3 Lacs)

- ❖ Display of Company Logo as "Platinum Partner" at side Panel of Conference Backdrop.
- ❖ Seven Complimentary delegate passes for the conference.
- ❖ Exclusive branding on the event website.

Gold Partner (INR 2 Lacs)

- ❖ Display of Company Logo as "Gold Partner" at side Panel of the Conference Backdrop.
- ❖ Five Complimentary delegate passes for the conference.
- ❖ Exclusive branding on the event website.

Silver Partner (INR 1 Lac)

- ❖ Display of Company Logo as "Silver Partner" at side Panel of the Conference Backdrop.
- ❖ Three Complimentary delegate passes for the conference.
- ❖ Exclusive branding on the event website.

Lunch Partner (INR 2 Lacs)

- ❖ Special Panel acknowledging "Lunch Partner" at Lunch Venue.
- ❖ Five Complimentary delegate passes for the conference.

Cocktails & Dinner Partner (INR 2.5 Lacs)

- ❖ Special Panel acknowledging "Cocktail & Dinner Partner" at Dinner Venue.
- ❖ Six Complimentary delegate passes for the conference.
- ❖ Exclusive branding on the event website.

Delegate Kit Partner (INR 1 Lac)

- ❖ Name and logo of the partnering company to embossed on the delegate kit.
- ❖ Three Complimentary delegate passes for the conference.



In addition, all Partners are entitled to

- ❖ Branding Opportunity through display of logo and company name on all conference materials, media advertisements, website and partner's panel.
- ❖ Corporate Literature (1 CD and 8-10 pages brochure) to be included in the Delegate kit.
- ❖ Special Announcement for thanking partners.



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REGISTRATION FORM

Name.....

Designation.....

Name

Designation.....

Organization

Address.....

.....

..... Pin

Telephone(s): Fax

Email.....

Mob:

Cheque/DD Number Dated.....

Bank Details:

Amount.....

Please note:

- ❖ All fees are payable by cash/cheque/DD in favour of "FICCI" payable at New Delhi.
- ❖ You may also register online at www.ficci.com, The online payment is through credit card only.
- ❖ The delegate fee includes conference kits, study material, lunches and dinner. It does not include airfare, hotel stay or any other incidental expenses.
- ❖ You may also pay through Swift transfer in favour of FICCI. SWIFTCODE: BIC UTBIINBBDEL, SB A/C 1412010031259 at United Bank of India, Overseas Branch, HS-32, Kailash Colony Market, 1st Floor, New Delhi-110048, India. Bank Transfer through Standard Chartered Bank, New York A/C-3582021835001(Swift-SCBLUS33).
- ❖ You are requested to kindly mention name of the event while making the payment.

Refund Policy: request received in writing before January 31, 2011 will be considered for cancellation. A 25 percent handling charge will be deducted from the total amount deposited towards the delegate fee and the rest refunded by cheque. No amount will be refunded after January 31, 2011.

Kindly send duly filled in registration form to:

Mr. R K Bhatia
Head Chemicals Division, FICCI
Federation House, 1 Tansen Marg,
New Delhi-110 001

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The Voice of India's Business Community

Established in 1927, FICCI is the largest and oldest apex business organization in India. Its history is closely interwoven with India's struggle for independence and its subsequent emergence as one of the most rapidly growing economies globally.

FICCI plays a leading role in policy debates that are at the forefront of social, economic and political change. Through its 400 professionals, FICCI is active in 39 sectors of the economy. FICCI's stand on policy issues is sought out by think tanks, governments and academia. Its publications are widely read for their in-depth research and policy prescriptions. FICCI has joint business councils with 79 countries around the world.

A non-government, not-for-profit organization, FICCI is the voice of India's business and industry. FICCI has direct membership from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 83,000 companies from regional chambers of commerce.

FICCI works closely with the government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialized services and global linkages. It also provides a platform for sector specific consensus building and networking.

Partnerships with countries across the world carry forward our initiatives in inclusive development, which encompass health, education, livelihood, governance, skill development, etc. FICCI serves as the first port of call for Indian industry and the international business community.

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For further details, please contact

Mr. R K Bhatia

Head-Chemicals Division
FICCI

Federation House, 1 Tansen Marg,
New Delhi-110 001

Tel: +91-11-2331 6540 (Dir)

EPBX: +91-11-2373 8760-70 (Extn 395)

Fax: +91-11-2332 0714/ 2372 1504

E- Mail: rkbhatia@ficci.com

Ms. Ranjita C. Sood

Sr. Asst Director-Chemicals Division
FICCI

Federation House, 1 Tansen Marg,
New Delhi-110 001

Tel: +91-11-2335 7350 (Dir)

EPBX: +91-11-2373 8760-70 (Extn 474)

Fax: +91-11-2332 0714/ 2372 1504

E- Mail: ranjita@ficci.com

Website: www.ficci.com