



CHINA BIO-AGRICULTURE INDUSTRY SUMMIT 2011

24-25 February 2011 | Shanghai, China

IGVISION

We Deliver Integrated Global Vision

www.bio-agriculture.net



- EXPLORING THE UNTAPPED GROWTH POTENTIAL IN BIO-AGRICULTURE



Who will you meet?

200+ Attendees
20+ Agricultural Seed Providers
20+ Crop Protection Chemical Producers
15+ Institutional Investors
15+ Research Institutions
10+ Fertilizer Suppliers

President / CEO / General Manager
Vice President / Deputy General Manager
Regional Head / Chief Representative
Head of Research and Development
Head of Product
Head of Sustainable Development
Head of Marketing
Chief Strategy Officer
Sales Director
Business Development Director
Partner
Analyst
Professor

FROM

Policy Makers / Local Authorities
Agricultural Seed Providers
Crop Protection Product Producers / Chemical Companies
Fertilizer Suppliers
Technical Solution Providers (breeding, biotechnology, farming etc)
Equipment Manufacturers
Service Providers
Investors
Research Institutes / Universities
Consultants
Distributors
Food and Healthcare Product Processors
Associations

CHINA'S ONLY & WORLD'S PREMIER EVENT FOCUSING ON BIO-AGRICULTURE INDUSTRY! YOU HAVE NO REASONS TO MISS IT!

REGISTER NOW TO RESERVE YOUR SEAT!



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WHY THIS EVENT?

Thanks to the fast-growing biological technologies, the global agricultural science and technology is witnessing a new great revolution. Bio-agriculture industry, which is marked by the significant breakthrough of agricultural bio-technology, is evolving as the focus and commanding height of the agricultural industry's competition and development.

China's State Council approved the plan to make biotechnology a "pillar technology industry" in 2009 and bio-industry is among the seven strategic new industries whose development will be promoted under the plan that is called the country's next RMB 4 trillion stimulus package announced by the council in Sep. 2010. China will also accelerate the infrastructure development for the industry's growth during the 12th five-year plan period. In the next 12 years, China will invest additional \$3.5 billion to support the research and development of GM crops. It is also estimated that the bio-agricultural increase will be amounted to 300 billion yuan in 2020.

Against this background, the premier event is committed to providing a comprehensive picture of policy support, market trends, multi-national cooperation in R&D and technical innovations and investment climate of the industry.

We sincerely look forward to your participation in this significant gathering.

KEY TOPICS:

- Status quo, outlook and policy guidance of China's bio-agriculture industry
- Prospects for international cooperation in research & development, production and commercialization
- Bio-tech innovations as the driving force in the sustainable development of agriculture
- A new agri-economic future with untapped market potential in bio-agriculture development
- China's bio-agriculture investment market outlook

What will you benefit from this premier gathering?

- Understanding the environment for the growth and the latest policies and regulations navigating the bio-agriculture industry
- Scrutinizing current status of the sector, assessing the untapped growth potential and gaining in-depth insights into the key challenges and considerations in commercialization and industrialization
- Keeping abreast of the latest achievements of agricultural bio-tech R&D
- Finding out the optimal business model in international cooperation
- Gaining direct access to a target audience of policy makers, agricultural seed providers, chemical companies, technical solution and equipment suppliers, service providers, investment firms, distributors, advisors, associations and research institutes, etc
- Obtaining value-added practical solutions to corporate financing, going public and demonstrating your competitive advantages in front of investors who are actively looking for bio-agriculture investment
- Capitalising on this boutique exhibition to showcase your proven services, solutions and company profile & commitment to the stakeholders across the value chain

sponsorship opportunities

This high-profile conference offers great exposure to all key figures in the industry with maximized benefits, assisting you to further achieve your objectives in long-term business development.

To find out more sponsorship package, please contact Ms. Chris Wang at +86-21-51815397 or via email at chris.wang@igvision.com





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DAY ONE

Feb. 24 Thursday

- 0800 Registration / Morning Refreshments
- 0845 Welcome address from the organizing committee
- 0850 Chairperson's opening remarks

SESSION 1 CHINA'S BIO-AGRICULTURE INDUSTRY OUTLOOK

- 0900 **Keynote Presentation: Assessing the current status and outlook of bio-agriculture development in China: Unveiling the policy guidance and support from the 12th Five-Year Plan**
Zhonghai Wang, Division Chief, Policy and Regulation Dept.
Ministry of Agriculture
- 0930 **Uncovering the key challenges and opportunities faced by Chinese agricultural seed market**
Denghai Li, President
Shandong Denghai Seeds Co., Ltd.
- 1000 **Analyzing the evolution of environmental protection policies and the implications for the development of bio-pesticide and bio-fertilizer**
Policy and Regulation Dept.
Ministry of Environmental Protection
- 1030 Coffee Break / One-on-One Business Networking 
- 1100 **Key challenges in developing environmentally friendly crop protection bio-products in China and response strategy**
Jian Liu, President
China Association of Pesticide Development and Application
- 1130 **Panel Discussion: Discerning the key factors facilitating the commercialization, industrialization and technical advancements for bio-agriculture industry**

 - What are baffling the development of the industry?
 - How to eliminate the various hurdles step by step in accordance with China's condition into consideration?
 - Improving the quality standards, technical assessment and optimizing the supervision system for the industry
 - Strategy to facilitate the market acceptance for genetically modified crops, bio-based crop protection chemicals and bio-fertilizers

Denghai Li, President
Shandong Denghai Seeds Co., Ltd.

Kevin Eblen, President, China & North Asia
Monsanto

Johnny Kwan, Chairman
BASF Greater China Country Board

Jian Liu, President
China Association of Pesticide Development and Application

1210 Networking Luncheon

SESSION 2 INTERNATIONAL COOPERATION IN R&D, PRODUCTION AND COMMERCIALIZATION

- 1400 **Exploring the optimal business model for the cooperation between industry and academia in agricultural bio-tech R&D**
Shi Liu, President
Yuan Longping High-Tech Agriculture Co., Ltd.
- 1430 **Perspectives on the international cooperation in bio-breeding: Why the collaboration is indispensable to the sustained development?**
Kevin Eblen, President, China & North Asia
Monsanto
- 1500 **Industrial park's insights: How to develop the intermediaries that facilitate the cooperation among the stakeholders across the value chain and their common development?**
Changchun Dan, Head of Construction and Management Office
Wuhan National Bio-Industry Base
- 1530 Coffee Break / One-on-One Business Networking 
- 1600 **Panel Discussion: Finding out the best business pattern for international cooperation**

 - How to develop effective but feasible cooperation mechanism based on Chinese conditions?
 - Establishing possible links to facilitate technical collaborations between local and overseas counterparts and between corporations and research institutions

- Existing challenges faced by local and overseas market players
- How to improve the patent protection through a better supervision system?

Shi Liu, President
Yuan Long Ping High-Tech Agriculture CO., LTD.

Xun Wang
Biotechnology R & D Director, Syngenta Asia-Pacific
President, Syngenta Bio-Technology (China) Co., Ltd.

Christoph Amberger, Member of the Management Board
KWS SAAT AG

Anton Mangstl, Director of Knowledge Exchange
FAO Research and Extension Office

SESSION 3 AGRICULTURAL BIO-TECH INNOVATIONS

- 1640 **Analysis on China's technical innovation system for bio-agriculture development: How to achieve the integration of R&D and production?**
Yangrui Li, President
Guangxi Academy of Agricultural Sciences
- 1710 **Understanding the pivotal role of bio-technology in the sustained growth of agriculture**
Yingguo Zhu, Professor
College of Life Sciences, Wuhan University
- 1740 Chairperson's concluding remarks



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DAY TWO

Feb. 25 Friday

- 0800 Registration / Morning Refreshments
0850 Chairperson's remarks
- 0900 **Keynote Presentation: Reviewing the existing achievement and unveiling the key objectives and new growth area in the R&D of agricultural bio-technology**
Huqu Zhai, President
The Chinese Academy of Agricultural Sciences
- 0930 **Prospects for the application of molecular marker-assisted breeding in bio-breeding**
Ning Li, Director
The State Key Laboratories for Agrobiotechnology
- 1000 **CGIAR's system for the research and development of agricultural technologies**
Mahmoud Solh, Director General
International Center for Agricultural Research in the Dry Areas (ICARDA)
- 1030 Coffee Break / One-on-One Business Networking 
- 1100 **Perspectives on GM crops: How to accelerate the technology advancements, develop the market recognition and strengthen the collaboration between the industry and academia?**
Xun Wang
Biotechnology R & D Director, Syngenta Asia-Pacific
President, Syngenta Bio-Technology (China) Co., Ltd.

SESSION 4

A NEW AGRI-ECONOMIC FUTURE: EMERGING MARKET POTENTIAL IN BIO-AGRICULTURE DEVELOPMENT

- 1130 **Evaluating the economic benefits of developing environmentally friendly crop protection bio-products**
Johnny Kwan, Chairman
BASF Greater China Country Board
- 1200 **China: the future leading producer and consumer of biological pesticides?**
Tianjian Xie, Chairman
Wuhan Kono Biological Technology Co., Ltd.
- 1230 Networking Luncheon

SESSION 5

CHINA'S BIO-AGRICULTURE INVESTMENT MARKET OUTLOOK

- 1400 **Investor's perspective: Assessing the investment opportunities in bio-agriculture sector in the next decade**
Eugene Wong, General Partner
KEW Capital China
- 1430 **Exploring the strategy for international capitals to invest in China's bio-agriculture market: How to diversify the investment portfolio and select right investment vehicles?**
Terence Ho, Strategic Growth Markets Leader, Greater China
Ernst & Young
- 1510 **Panel Discussion: New agriculture as an important segment of the investment portfolio: How can VCs, PEs and funds contribute to the growth of Chinese bio-agricultural companies?**

 - Evaluating institutional investor appetite for bio-agricultural market players
 - What potential investors need to know about investing in bio-agriculture?
 - Determining the best investment and withdrawal strategies
 - Strategy for local bio-agricultural companies to achieve their fundraising goals
 - How to match near-term and long-term development with appropriate strategic investors?
 - What are the existing and potential financing options for Chinese bio-agricultural companies?
Ray Yang, Venture Partner
Northern Light Venture Capital
Joe Tian, Founding Partner
DT Capital Partners
Hang Xu, Partner
SAIF Partners
Oliver Richardson, Head of Asset Management & Corporate Strategy
Land Commodities
Asian Development Bank
- 1540 Chairperson's closing remarks
1600 Close of conference



NOTICEABLE FIGURES:

- The bio-technological crop acreage in China is amounted to **3.8 million hectare**, ranked **6th** in the world.
- There are **7.1 million** Chinese farmers among the world's total of **13 million** who have benefited from bio-tech based crops, which is ranked top of the world.
- China is the world's second largest seed market, with a total seed usage of **20 billion kilograms**, valued at **50 billion yuan**.
- The total area of arable land in China is about **120 million square kilometers**, and the potential demand for bio-fertilizer is predicted to reach **13.6 million tons** every year.
- The mandatory quit of high-toxic pesticides will result in a shortfall valued at **RMB 10 billion** in China's domestic bio-pesticide market according to the 11th five-year plan, and it is estimated that by 2012 the revenue from bio-pesticide will rise to **23.5 billion yuan** and the profit will amount to **1.71 billion yuan**.

