

# CROPWORLD

## SOUTH EAST ASIA 2011

Conference and Exhibition

30 November - 1 December 2011

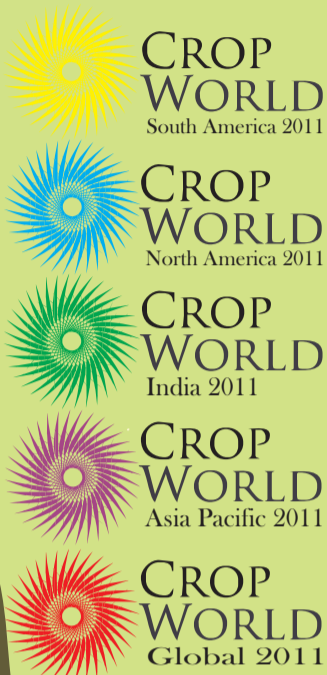
Balai Kartini  
Exhibition and Convention Center  
Jakarta - Indonesia

# ASEAN Countries Food Security Beyond 2015

Production - Technology - Logistic - Distribution - Conservation

## About CropWorld

The World's Event Series



**CropWorld South East Asia 2011** is an internationally focused, two-days conference and exhibition providing unique learning, knowledge-sharing and networking opportunities for those involved in the increasingly complex world of global food production especially in South East Asia.

**CropWorld South East Asia 2011** is an international event, part of the CropWorld world series of events organized by UBM.

**The Conference** encompassing every aspect of the crop production value chain, this conference is one of the few in the world to incorporate the global picture, focusing not only on science and technology, but also on finance and investment, research and development, sustainable farming and land use, public relations and communication and a whole host of other current issues.

**The Exhibition** provides the ideal marketplace for stakeholders from across the crop production industry to network, share knowledge, grow business and develop relationships. An impressive range of international organizations from across the cropping sector will make up the 40+ exhibitors.

## And Now ... For The First Time In Indonesia

**At CropWorld South East Asia 2011 you will meet senior buyers and decision makers including Chairman/Chief Executive/Owner, Managing Director, Heads of Sales & Marketing, Heads of R&D, Adviser, Regulator & Government Ministers.**

These decision makers will come from all throughout the global crop production industry including: Seeds, Agrochemicals, Sprayers and Spraying Equipment, Fertilizer Applicators and Associated Equipment, Agricultural Management Solutions & Global Positioning Systems, Plant Nutrients and Fertilizers, Labelling and Packaging, Water & Irrigation, Precision Technology, Food Buyers, Manufacturers and Retailers, Plant Breeding and Biotechnology, Finance, Banks & Investment Companies, Regulatory Bodies, Lab Testing Equipment and Research, Education and Training, Soil Management and Testing Equipment, Pesticide and Many Others

## Invited Speaker List :

### Supported By



Coordinating Ministry  
For Economic Affairs  
Republic of Indonesia



Ministry of Agriculture  
Republic of Indonesia



Ministry of Trade  
Republic of Indonesia



KADIN INDONESIA  
Indonesia  
Chamber of Commerce  
and Industry



South East Asia Food and Agriculture  
Science and Technology Center



www.cabi.org

- **H.E. Ir. M. Hatta Rajasa**  
Coordinating Minister for Economic Affairs of  
The Republic of Indonesia
- **H.E. Dr. Ir. Suswono, MMA**  
Minister of Agriculture The Republic of
- **Mr. Puspanathan Sundram**  
Deputy Secretary General of ASEAN for  
ASEAN Economic Community
- **Mr. Gusmardi Bustami**  
Director General of International Trade  
Cooperation Ministry of Trade of The Republic  
of Indonesia, Chairman of The International  
Pepper Community (IPC), Former Indonesian  
Ambassador for World Trade Organization
- **Dr. Ir. H. Siswono Yudohusodo**  
Former Minister of Public Housing, Republic of  
Indonesia, Former Chairman of Indonesia  
Farmers Union
- **Dr. Ir. Purwiyatno Hariyadi, Msc**  
Director of South East Asia Food and  
Agriculture Science and Technology  
(SEAFST) Center
- **Dr. Friedrich Knecht**  
Business Area Director (ASEAN), BASF
- **Dr. Katinka Weinberger**  
Director Center for Alleviation of Poverty  
Through Sustainable Agriculture (CAPSA)
- **Mr. Henk Mulder**  
CEO Rabobank Indonesia
- **Mr. Franciscus Welirang**  
Director PT Indofood Sukses Makmur, Tbk

## High Level Conference will discuss about :

- **Government and Private Sector Partnership for Crop Sustainability**  
Policy vs Implementation Towards Readiness Beyond 2015
- **ASEAN Integrated Food Security Framework**  
Strengthening ASEAN Cooperation and Joint Approaches In Addressing  
International and Regional Issues.
- **ASEAN Food Regulations and Product Registration**  
Reviewing the future regional strategies and direction of regulatory and  
registration processes
- **Facilitation and Promotion for Regional Trade in Agriculture Products**  
Resolving Food Price Fluctuation, Balancing Regional Demand and Supply,  
Promoting Competitive Advantage of Regional Products, Working towards  
becoming one ASEAN market in 2015
- **Management and Conservation of Natural Resources for Food Sustainable Development**  
India ( New Green Revolution ) – Case Study
- **Linking Small Farmers to Market**  
Generation and transfer of technology, increasing productivity and  
developing agribusiness
- **Corporate Farming**  
The role of corporate agribusiness in South East Asia
- **New products for Crop Protection**  
Solutions to meet the needs to improve crop yields and crop quality
- **The Balancing Act of Dealing With Disease and Overcoming Resistance**  
Research and innovation into disease management and prevention
- **Investment in Agricultural Business**  
Private sector involvement and investment
- **Agriculture and Food Sector Financing**  
Finding Sustainable financing resources

**Registration HOTLINE +62 817 080 5200**

**WWW.CROPWORLD-INDONESIA.COM**

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Hosted By



Ministry of Agriculture  
Republic of Indonesia

Organized By



UBM

Aquarius Building 3rd Fl  
Jl. Sultan Iskandar Muda no 7  
Pondok Indah, Jakarta 12240  
Indonesia  
Ph. 62-21-729 2662  
Fax. 62-21-729 3539  
www.ubm.com

Media Partners



## CONFERENCE FEE

RP. 4.000.000,- ( USD 470 ) , early bird Rp. 3.500.000,- ( USD 410 )

if you purchase conference delegates ticket before October 2011

For 2 Days Conference and Lunch

EXHIBITION and SPONSORSHIP OPPORTUNITIES PLEASE CONTACT

+62 21 729 2662 or Email : riki.lisman@ubm.com