



"The prospects for the global fodder production"

During the 15th Russian
Agricultural Exhibition "Golden Autumn 2013"

Moscow, the International Press Centre
RIA Novosti

THE PROSPECTS OF THE FODDER



I would like to greet the organizers and participants of the forum "The prospects for the global fodder production"!

I'm glad to note that one of the key sectors of the agricultural industry changes positively: the expansion of production of the fodder, pulse and legume crops, annual and perennial grasses, changes in the structure of crop rotations, more efficient use of forage lands, the creation of high-productive artificial hayfields and pastures, qualitative and time-sensitive solutions of gathering, storage and the use of fodder. All this leads to the strengthening of the fodder base, the dynamic development of the livestock production and other sectors of the agribusiness, the ensuring of the country's food security.

At the same time there are still a number of problems requiring for the prompt solution. I am sure that in the course of fruitful discussions the forum members will be able to discuss a wide range of topical issues, to develop interesting propositions, to draw up the guidance for moving forward.

I wish you all the fruitful work, new business contacts, useful and enjoyable meetings!

*The Minister of Agriculture
of the Russian Federation*

Nikolai Fedorov

The Organizing Committee of the "Global Feed Forum": 15 building 1, B. Pionerskaya, Moscow, 115054, Russian Federation. Tel. +7(495)641-03-84, Fax: +7(495)641-03-85, e-mail: project@idk.ru


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THE PROSPECTS OF THE FODDER

1

The volume of the Russian fodder market exceeded \$2 billion a year.

2

Only in the period of 2008–2012, the Russian market increased by 47%, from 15.1 million tons to 22.2 mln. tons.



3

Russia is one of the Top 10 largest countries in the fodder market and takes 1st place by the annual market growth.

4

Analysts forecast the volume of the Russian market will reach 40 million tons by 2020.



MARKET PROSPECTS OF FEED



In the structure of the Russian fodder market:

83,18 % is occupied by the compound animal feed;

5,43 % - vegan fodder;

2,03 % - ready-made feeds for pets;

0,85 % - protein and vitamin additives;

0,58 % - premixes;

7,94 % - other fodders.

The tasks of the event are to summarize the results of fodder gathering in 2013, solution of questions connected with capacity of the agricultural land, coverage of innovations in the field of agri-environmental security and plant protection, expanding the information field for searching for a more rational approach to the efficient development of the fodder production in the future.

The main themes of the Forum are aimed at attracting investments into the industry, covering the innovations in agri-environmental safety and plant protection, increasing the capacity of the agricultural land and efficient development of fodder production in the future.

TARGET AUDIENCE

At present, the domestic compound feed industry can be divided into three sectors:

"Independent" feed factories (FF), or combines of the cereal products (CCP);

Vertically and horizontally integrated livestock holdings;

Feed factories located in the livestock farms.



The raw material for the compound feed production are:

- 1) Coarse and food grain - barley, oats, wheat, millet, rye, peas, etc.
- 2) waste of industrial production:
 - flour and mill production;
 - butter factories;
 - sugar mills;
 - potato-starch factories;
 - liquor factories and breweries;
 - chemical and microbiological Industry.
- 3) Animal origin fodder;
- 4) Rough fodder (hay, straw, crushed corncobs);
- 5) grass meal and meal from wood greens;
- 6) other fodder products;
- 7) mineral fodder;

THE SUCCESS STORY

The credentials and years of experience in carrying out business events have allowed us to gain the reliable and regular partners. Our goal is not just business events, but a comprehensive approach to solve the issues of attracting investments in the agro-industrial sector of the Russian Federation through the business meetings and open dialogue between the business and the government.

The information-analytical portal IDK.ru is a professional community of the grain market participants.

During 11 years of work we have joined more than 15'000 companies.

Electronic trading platform IDK.ru united all the producers and consumers of agricultural sector. Daily trading volume reached 15 billion rubles.

In the magazine exp.IDK.ru we provide timely information on the state of agriculture sector, the balance of demand and supply of grain crops and its derivative products both domestically and on the world market, the pricing structure and the forecasts of the industry as a whole.



Such powerful tool as statistics on stat.IDK.ru allows the market participants to not only assess their own risks, but also to conduct hedging operations. We provide strategic consulting to our partners in the assessment and prevention of financial risks in the agricultural market.

11 years
on the market

15 000
companies

80 000
subscribers

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PARTNERSHIP POSSIBILITIES

The participation in the forum as a partner will allow to confirm the leading position of your company, to reach the most hard-to-get segments of the target audience, to strengthen the existing business relationships.



Benefits for the partners of the Forum

The advertising campaign using a variety of promotional tools (TV, print and electronic media, social networks, newsletters, white papers);

The opportunity to establish business contacts with representatives of the Russian business, political and academic elite;

Creating the association with the company's name as an active participant in the agricultural sector;

5 Reasons to become the Partner:

- Reasonable prices and high level of event's organization;
- An unique audience: statesmen, businessmen and scientists from around the world;
- Integrated marketing campaign: traditional promotional tools + new media;
- A direct presentation of the goods and services;
- Creating the image of a company which is involved in the formation of global innovation agenda.

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BRANDING EXAMPLES



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ADVERTISING POSSIBILITIES

Informational support for the partners of the Forum:

1. Announcements by the website of "Global Feed Forum" of your company as a partner of the Forum through the publication of presentations, interviews with your experts and mailing them to subscribers.

2. The lighting in the federal and regional media:

- TV (Channel 1, Russia 24, Russia Today, RBC, Agro-TV);
- Radio (Vesti.fm, BFM, Voice of Russia), Information Agencies (RIA Novosti, PRAIM, Interfax, ITAR-TASS, INFOLine);
- Bloomberg Markets, Reuters, Agrobusiness, and more than 300 other print and electronic editions.



3. Promotion during the preparation period of the Forum through social networks: Facebook , Vkontakte, Twitter, LinkedIn, Youtube,

4. Obtaining the high-quality materials at the end of the Forum as a result of using modern video and photographic equipment.

5. Granting the right to use the phrase "The General Partner of the "Global Feed Forum".

THE PARTNERS OF THE "GLOBAL FEED FORUM"



**THE GENERAL
PARTNER**

**COST OF THE PACKAGE -
3'000'000 rub.**



**THE STRATEGIC
PARTNER**

**COST OF THE PACKAGE -
1'500'000 rub.**



**THE PARTNER OF
THE FORUM**

**COST OF THE PACKAGE -
750'000 rub.**

**The required volume and cost of the package can be adjusted by the negotiations with taking into account wishes of the Partner and possibilities of Organizers.*

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THE GENERAL PARTNER *Exclusive status*

The status of the "General Partner" will give you the opportunity to confirm the status of the market leader and get the possibility to get an effective advertising campaign during the preparation and holding of the Forum.



YOUR POSSIBILITIES :

Welcome speech at the Opening ceremony (up to 5 minutes);
Speech by the representative of the company during the plenary session;
Two attendants as special VIP guests and 10 invitation cards;
Invitation of potential customers of the Partner to the Forum (10 participants);
Preparation and holding a press conference on the eve of the Forum;
Assistance in the organization of business meetings at the Forum;
Exclusive interviews to the media during the Forum;
The right to use the status of "General Partner of the International "Global Feed Forum" in Partner's promotional materials;
Publishing the interview with the chief of the Partner on the official website of the Forum ;
E- mailing the information about the company to the database of relevant organizations (15 000) and the subscribers of the portal IDK.RU (80000);
The strategic placement of the Partner's active banner on the Forum website (by agreement);
Placing the Partner's logo on all the pages of the Forum's catalogue;
Publishing the interview with the chief and placing the company's advertising unit in the Forum's catalogue;
Providing the space for arranging the mobile Roll-Up/Pop-Up construction during the Forum (the construction is provided by the Partner);
Partner's logo on the badges of the Forum's participants;
The reference of the company in all informational and business materials which are provided to the target audience and the media;
Partner's video demonstration (up to 3 min) before the session and between sessions on the screens of the conference room (video is provided by the Partner);
The embedding of information and promotional materials of the Partner to the business packages for participants (provided by the Partner) ;
Providing photo report on the at the end of the Forum.

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THE STRATEGIC PARTNER *Exclusive status*

This partnership package allows to confirm the image of a company which is involved in the formation of the global innovation agenda, and have a direct impact on your target audience.



THE PARTER'S PACKAGE INCLUDES :

- Awarding the status of "Strategic Partner" of the Forum ;*
- Welcome speech at the Opening ceremony (up to 2 minutes) ;*
- Statement by the representative of the company in one of the breakout session with a presentation (up to 15 minutes);*
- The possibility of arranging the topic of the session in the subject with the company's interests;*
- The inclusion of 2 accompanying persons to the special VIP-guests list and 5 invitations to the Forum;*
- The embedding of information and promotional materials of the Partner to the business packages for participants (provided by the Partner) ;*
- The right to use the status of "Strategic Partner of the International "Global Feed Forum" in Partner's promotional materials;*
- Publishing the interview with the chief of the Partner on the official website of the Forum ;*
- E- mailing the information about the company to the database of relevant organizations (15 000) and the subscribers of the portal IDK.RU (80000);*
- Placing the Partner's active banner on the Forum website (by agreement);*
- Publishing an interview with the chief and providing the ad unit for the company - full page in the Forum's catalogue (back cover);*
- Providing the space for arranging the mobile Roll-Up/Pop-Up construction during the Forum (the construction is provided by the Partner);*
- The reference of the company in all informational and business materials which are provided to the target audience and the media;*
- Providing photo report after the end of the Forum.*

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THE PARTNER OF THE FORUM

Participation in the organization of events provides an excellent opportunity to not only strengthen your business relationships, but also to introduce opening prospects of cooperation for new customers.



THE PARTNER'S PACKAGE INCLUDES:

The participation of a representative of the company in one breakout session with a report (up to 15 minutes);

The inclusion of 2 accompanying persons to the special VIP-guests;

Placing the mobile Roll-Up/Pop-Up construction at the hall of state reception (the construction is provided by the Partner);

The right to use the status of " Partner of the International "Global Feed Forum" in Partner's promotional materials;

Placing the Partner's active banner on the Forum website (by agreement);

The embedding of information and promotional materials of the Partner to the business packages for participants (provided by the Partner) ;

The reference of the company in all informational and business materials which are provided to the target audience and the media;

Providing photo report after the end of the Forum.

This list is not exhaustive and may be amended on the initiative of the organizers or partner or on the other mutual offers.

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CONTACTS

 The chairman of the "Global Feed Forum" organizational committee

Yuri Belousov
dir@idk.ru

The deputy of the chairman of organizational committee

Nadezhda Vorobey
project@idk.ru

International department

Alexandra Vyatich
info@idk.ru

Working with partners

Olga Rodnova
events@idk.ru

PR-director

Darya Maximova
pr@idk.ru

4, ZUBOVSKY AVENUE
Federal State Unitary Enterprise
RAMI "RIA NOVOSTI"



The Organizing Committee of the "Global Feed Forum": 15 building 1, B. Pionerskaya, Moscow, 115054, Russian Federation. Tel. +7(495)641-03-84, Fax: +7(495)641-03-85, e-mail: project@idk.ru

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*LOOKING FORWARD TO SEEING
YOU AT THE FORUM!*

**Tel. +7(495)641-03-84
e-mail: project@idk.ru**

*The flexible management policy of the Forum's organizers
provides various forms of cooperation in the preparation
and holding of the «Global Feed Forum». We can adjust the
partnership package to meet your marketing objectives and
individual characteristics.*



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