The 4th CHINA (NANJING) INTERNATIONAL INTELLIGENT AGRICULTURE EXPO

July 19th-21st, 2019  Nanjing International Expo Center
Sponsored by

- Jiangsu Association of Agricultural Science Societies (JAASS)
- National Engineering and Technology Center for Information Agriculture (NETCIA) at Nanjing Agricultural University, China
- Beijing Internet of Things Intelligent Technology Application Association (AOIOT)
- Beijing New Smart Agricultural Research Institute (NSAR)

Organized by

- Nanjing RoundExpo International Exhibition Co., Ltd
- Intelligent Agriculture Branch of Jiangsu Association of Agricultural Science Societies

Supported by

- Nanjing Municipal Commission of Agriculture
- Jiangsu Academy of Agriculture Science (JAAS)
- Nanjing Research Institute for Agricultural Mechanization, Ministry of Agriculture (NRIAM)
- Jiangsu Yangtze River Fruit Product Industry Research Institute
- China Council for the Promotion of International Trade (CCPIT) Nanjing Sub-Council
- Nanjing Convention/Exhibition/Event Society
- Netherlands Business Support Office-Nanjing
- Facility Agriculture Branch of China Agricultural Mechanization Association (CAMA)
- Xinhua Daily Press Group
We hope to forge NIIA Expo into one of the first-class level exhibitions in China.

—— Qu Dongyu  Vice Minister, Ministry of Agriculture and Rural Affairs of People’s Republic of China

About Nanjing International Intelligent Agriculture Expo

2018 NIIA has successfully been held with the support from home and aboard. Since the 1st NIIA Expo in 2016, it has attracted more than 500 domestic and foreign companies from more than 10 nations and regions, including America, Netherlands, Japan, Israel, Denmark, China Taiwan, etc.

NIIA Expo has gained high comments and praises from Ministry of Agriculture and Rural Affairs of China, People’s Government of Jiangsu, Agriculture and Rural Affairs Department of Jiangsu, and Agriculture and Rural Affairs Bureau of Nanjing.
I believe that with the promotion of information and the integration of information and modern agriculture, we will break through the artificial intelligence of agriculture. I hope NIIA Expo will provide a great platform to promote the development of the intelligent agriculture industry.

Intelligent agriculture is the highest level activities in human history of agriculture. The previous sessions of NIIA Expo demonstrated the technological achievements and attractive prospects, and built a good platform for people to understand agriculture. I hope that NIIA Expo will be better and better.
With the development of intelligent agriculture, we should pay attention to big data and processing methods. Our data source comes from hardware, and we will do a deeper and more systematic approach to intelligent agriculture. It is hoped that NIIA Expo will realize the cooperation and exchange among agricultural enterprises.

NIIA Expo provided a good platform to promote the cluster effect of intelligent agriculture. Nanjing should actively use the platform to accelerate the application of the Internet of Things and artificial intelligence technology in agricultural production, and form high-level results and brand effects.

NIIA Expo has both theoretical explanations and practical cases, it provides a useful reference to promote agricultural information. I would sincerely comprehend, absorb, and implement what I learn in specific work, and strive to promote the Taizhou’s agricultural information work to a new level.
**EXHIBITOR’S FEEDBACK**

<table>
<thead>
<tr>
<th>35%</th>
<th>Exhibitors reached cooperation intention with customers</th>
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<tbody>
<tr>
<td>70%</td>
<td>Exhibitors found potential customer’s and established initial business partnerships on site</td>
</tr>
<tr>
<td>85%</td>
<td>Exhibitors found potential industry partners on site, and the two sides conducted exchanges on business cooperation, R&amp;D cooperation.</td>
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*according to <Questionnaire of 2018 China (Nanjing) International Intelligent Agriculture>*

## Results (some exhibitors)

### Top Agricultural Instrument Technology Co., Ltd

It’s the third year we participated in NIIA Expo, and the effect is excellent. We could communicate with numerous outstanding companies in same industry, and get to know the partners and potential customers from upstream and downstream.

### Nanjing Corewell Technology Co., Ltd

On site, we signed 2 projects for the intelligent construction of agriculture-ecological companies and 3 construction program of smart agricultural IoT laboratories with vocational and technical colleges.

### Nanjing DB–LTESS Technology Co., Ltd

Under the joint witness of the nation’s industry, academy, research, government and media, NIIA Expo has become the best platform for resource and technology exchange. Dongbang established connections with some colleges and conduct in-depth exchanges on college-enterprise cooperation.

### Jinlin Institute Technology

We established links with 5 agricultural Internet of Things companies and 7 agricultural information companies, and we would cooperate according to the project in the future. In addition, we established a cooperative relationship with a park in Jiangning District and would establish a demonstration base together.

### DFISEKI Agricultural Machinery Co., Ltd

In this exhibition, we introduced the whole process of intelligent integration of mechanized, precise and data-based planting of rice. On site, we found 5 farms that we have initial cooperation intentions, we would go to visit the farm one by one after the exhibition.
NIIA Expo has been successfully held for three sessions, the overall quality of the exhibition has been promoted year by year, and the number of exhibitors and professional visitors have steadily increased.
According to the statistics of last year, 40,000+ people visited NIIA Expo 2018 in 3 days, including 30,000+ professional visitors. The professional visitors comes from 201 cities in 31 provinces across the country. It includes official visitors from agriculture and rural affairs committees of various provinces and cities government, agriculture associations, agriculture parks, colleges, research institutions, as well as oversea visitors from 11 nations and regions, including Netherlands, South Korea, Japan, Thailand, Malaysia, China Taiwan, etc.

The organizing committee set up a VIP reception team to meet and negotiate with the exhibitors and the visitors.

Potential Professional Buyer

- Domestic Agricultural Technology Promotion Enterprises 870
- Domestic Colleges and Research Institutions 420
- Agricultural Equipment Dealers 1450
- Large Agricultural Growers 2800
- Large Breeding Households 2650
- Supply and Marketing Cooperatives 770
- Agricultural Park 17.52%
- Administrative Department: 19.82%
- Family Farm: 4.95%
- Research Institutions: 9.33%
- Cooperative Society: 3.38%
- Agricultural Modern Enterprise: 15.96%
- Agricultural Demonstration Base: 3.23%
- Agricultural Distributor: 4.35%
- Agricultural Colleges: 5.88%
- Agricultural Technology Promotion Station: 4.80%
- Others: 11.67%

Industry

- Food Crops: 12.87%
- Modern Agriculture: 47.54%
- Cash Crop: 9.70%
- Fishery: 7.50%
- Forestry: 3.35%
- Animal Husbandry: 14.94%
- Others: 4.44%
- Agricultural Modern Enterprise: 15.96%
- Agricultural Demonstration Base: 3.23%
- Agricultural Distributor: 4.35%
- Agricultural Colleges: 5.88%
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- Others: 11.67%
The 4th NIIA Expo will be held at the Nanjing International Expo Center from July 19 to July 21, 2019, with exhibition area amounting to 15,000 sqm and more than 400 companies are expected to exhibit. NIIA Expo will focus on agricultural Internet of Things solutions, agricultural information, plant protection services, agricultural intelligent equipment, rural e-commerce, urban agriculture, bio-pesticide, organic food, etc.

**BUYER’S SERVICE PLAN**

**01** 2019 NIIA organizing committee will provide Buyers Service Plan for potential buyers. Individual buyers and organized buyer group can apply for such service on website. NIIA committee will help match and provide on-site service during 2019 NIIA.

**02** 2019 NIIA organizing committee will help exhibitors invite target customers and arrange face-to-face matching during 2019 NIIA.
EXHIBITION SCOPE

**IoT**

- IoT acquisition devices (soil, atmosphere, water quality, growth indicators), IoT communication, agricultural IoT platform, water-saving irrigation, facility agriculture, etc.

**Target Visitors:** The organizing committee will invite 300 agricultural government administrative departments; 650 agricultural parks; 450 colleges and research institutions; and 300 agricultural dealers.

**Information**

- Agricultural remote sensing, farm management, quality tractability, integrated service platform, land property management, agricultural finance, agricultural big data, etc.

**Target Visitors:** The organizing committee will invite 300 agricultural government administrative departments; 650 agricultural parks; 260 modern agricultural enterprises; 150 large farms; 20 agricultural insurance companies; 1,000 agricultural cooperatives, 3,000 agricultural plants and large farmers.

**Plant Protection**

- Plant protection UAV, plant protection flight defense service platform

**Target Visitors:** The organizing committee will invite 300 agricultural government administrative departments; 560 agricultural machinery and agricultural technology promotion stations; 1,000 agricultural cooperatives; 150 large farms; and 200 agricultural dealers.

**Intelligent Equipment**

- Sowing, plant protection, harvesting machinery and equipment, agricultural robots, intelligent agricultural machinery operating systems, agricultural machinery automatic driving systems

**Target Visitors:** The organizing committee will invite 300 agricultural government administrative departments; 450 colleges and research institutions; 560 agricultural machinery and agricultural technology promotion stations; 300 agricultural dealers.
Leisure tourism (adoption agriculture), plant factory, balcony gardening, urban agriculture "ecological circle"

**Target Visitors:** Recruitment: Leisure farms, farmhouses, educational farms, plant factories, innovative landscape planning, service companies, high-tech agricultural parks, domestic and international green (organic) food dealers and assessment organizations.

Agricultural products, agricultural and commercial e-commerce, cold chain logistics service providers, home appliances to the countryside, life service providers, rural tourism e-commerce, agricultural e-commerce entrepreneurship guidance services, etc.

**Target Visitors:** The organizing committee will invite 300 agricultural government administrative departments; 650 agricultural parks; 1,000 cooperatives; 3,000 agricultural growers and large farmers.

Leisure tourism (adoption agriculture), plant factory, balcony gardening, urban agriculture "ecological circle"

**Target Visitors:** Recruitment: Leisure farms, farmhouses, educational farms, plant factories, innovative landscape planning, service companies, high-tech agricultural parks, domestic and international green (organic) food dealers and assessment organizations.

*Plant protection aviation pharmacy, biochemical pesticide, microbial pesticide, natural enemy biological pesticides, new fertilizers, etc.*

**Target Visitors:** The organizing committee will invite 500 domestic plant protection stations; 200 agricultural distributors; 150 large farms; 650 agricultural parks and 50 plant protection service agencies.

*Organic green foods, organic green drinks, organic green condiments, local high-quality specialty agricultural products.*

**Target Visitors:** The organizing committee will invite 50 import and export dealers this year; 100 medium and high level commercial supermarkets; 80 featured restaurants.

E-commerce

Urban Agriculture

New Pesticide

Organic Food
Agricultural authorities, experts from research institutes, famous entrepreneurs will gather and explore the developing tendency of intelligent agriculture.
The event will award the most innovative intelligent agriculture projects voted by the public on WeChat and by experts delegation. The selection aims to build up the industrial benchmark and to deeply integrate with traditional agriculture with modern information technology.

Top experts and leading companies will conduct in-depth discussion about agriculture IoT, intelligent machinery equipment, big data, plant protection UAV, information. (Please contact the organizing committee for registration.)

The organizing committee will invite companies from intelligent agriculture leading countries like Netherlands, Israel, Belt and Road countries, and domestic leading companies. (Please contact the organizing committee for registration.)
EXHIBITORS REGISTRATION

- Fill in application form at www.int-agri.com, and submit it according to guidance.
- Organizing Committee will send back the Confirmation Form in one week.
- All charge should be paid off and related exhibiting information be provided before May 30, 2019.
- Account information:
  - **Account Name**: Nanjing RoundExpo International Exhibition Co., Ltd
  - **Bank Branch**: Bank of Nanjing, Aoti Branch
  - **Account Number**: 01630120210030376
Standard Booth  RMB 8000/booth (3mX3m)
(corner stand+600/RMB)

Ground Space  RMB 800/sqm (36 aqm at least)

For Previous Exhibitors  10% discount

For New Exhibitors
- Application before April 1st  10% discount
- Application before March 1st  15% discount
- Application before Feb 1st  20% discount


Exhibitors who reserved the raw space needed to bear the cost of booth construction themselves. (Please refer to the Exhibitors Manual)

Free Service
- Exhibition Catalogue
- Using conference forum area
- Web Publishing of Enterprises’ Information
- One-one inviting buyers for negotiation
EXHIBITORS AND MEDIA >>

* listed in no particular order
### Sponsorship

<table>
<thead>
<tr>
<th>Type</th>
<th>Service</th>
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| **Platinum Sponsor (1 slot)** | - 1 Speaker on the opening ceremony, 15 min speech  
- One-min company’s promotion video loop (sponsor provide), before or after the opening forum  
- Obvious and key "one screen display" logo, placed on the exhibition’s ads, websites, and guidance sign  
- CEO (or suitable senior executives) interview, released by the cooperative media  
- Carrying bags with company's brand on all the desks and chairs on the opening ceremony (sponsor provide)  
- Company’s documents on all the desks and chairs on the opening ceremony (sponsor provide)  
- Advertising on the front cover page of catalogue, free to deliver to all company’s and some special guests  
- Advertising on the VIP/guest card (full page)  
- 108 sqm grand booth on the main road  

Remarks: Speaker and the speech should meet the demand of the organizer and the theme, or else, the sponsorship will be canceled. |
| **Golden Sponsor (2 slots)** | - One-min company’s promotion video loop (sponsor provide), before or after the opening forum  
- Obvious and key "one screen display" logo, placed on the exhibition’s ads, websites, and guidance sign  
- CEO (or suitable senior executives) interview, released by the cooperative media  
- Company’s documents on all the desks and chairs on the opening ceremony (sponsor provide)  
- Advertising on the inside front page/ back page of catalogue, free to deliver to all company’s and some special guests  
- Advertising on the exhibitor’s/ visitor’s card(full page)  
- 54 sqm grand booth on the main road |
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<tr>
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<td>Inside Front Cover</td>
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<td>8000</td>
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<td>A03</td>
<td>Inside Back Cover</td>
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<td>A04</td>
<td>Back Cover</td>
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<td>Inside Page</td>
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**Outdoor mobile billboards**
Size: 4mx6m  
Quantity: Unlimited  
Price: RMB 20,000/per  
Place: Outdoor square

**Square light road flag**
Size: 0.6m*2m  
Quantity: 30  
Price: RMB 3,000/set  
Place: Around the hall

**Glass curtain wall**
Size: 20m*12m  
Quantity: 2  
Price: RMB 80,000/per  
Place: Outdoor (East side of the corridor)

**Exhibition Hall Advertising**
Size: 1.5m*2.3m (front) 1.6m*2.3m (side)  
Quantity: 1  
Price: RMB 18,000/set  
Place: Outdoor (East side of the corridor)

**Large inkjet painting in the corridor**
Size: 5m*8m  
Quantity: 8  
Price: RMB 30,000/per  
Place: In the corridor

**Large lighting box**
Size: 7.8m*4.6m  
Quantity: 15  
Price: RMB 15,000/per  
Place: In the corridor

**Handing flag**
Size: 1.2m*6m  
Quantity: 1,000pc  
Price: RMB 15,000/set  
Place: In the corridor

**Handbag**
Size: 210mm*285mm  
Price: RMB 10,000/set  
Style: Back side

**Ticket**
Size: 1.5m*2.3m (front) 1.6m*2.3m (side)  
Quantity: 1  
Price: RMB 18,000/set  
Place: In the corridor

**Certificate**
Size: 3.000pc  
Quantity: 3,000pc+  
Price: RMB 20,000/set (10,000pc)  
Style: Back side

**Lanyard**
Size: 210mm*285mm  
Price: RMB 10,000/set  
Style: 10 P (maximum), print not in service

**Leaflet Service**
Size: 10,000pc+  
Price: RMB 10,000/set  
Style: One side
Layout of the 4th NIIA (CHINA Nanjing International Intelligent Agriculture) Expo

- Modern Technology Achievements
- Conference and Forum
- Urban Agriculture Area
- Intelligent Equipment Area
- International Area
- Information Area
- IoT (Internet of Things) Area
- Plant Protection Service Area
- Organic Food Area
- E-commerce Area
- New Pesticide Area

Entrance

Main Road

Main Road

Entrance

Main Road

IoT (Internet of Things) Area
Nanjing is an important transportation and communication hub in east China, and an important city of Hu Ning Hang Core Economic Area in China's National Territorial Planning.

Nanjing is an important national center of science and education, combining Industry-Academic-Research closely. And its sufficient reserves of talents will promote to transform more scientific and technological achievements into productivity.

There are 370 leading agricultural enterprises in Nanjing, of which 8 are national level, 32 are provincial level, and 147 are municipal level.

There are 40 modern agriculture parks in Nanjing, of which 2 are national level, 29 are provincial level. The parks cover all the agricultural-oriented towns and streets in the city, occupied about 600,000 acre's area.

Software and information services industry of Nanjing ranks fourth in China, and the development of intelligent agriculture of the city leads the nation as well.
The 4th CHINA (NANJING) INTERNATIONAL INTELLIGENT AGRICULTURE EXPO

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