



CROPWORLD

GLOBAL 2012

6 - 7 November 2012

QEI Conference Centre, London, UK

30th October 2012

Senior figures in crop technology sector gather at global conference

Senior executives from leading bio-science and food production industries around the world are gathering at the Queen Elizabeth II Conference Centre in London, on the 6th – 7th November for the CropWorld Global 2012 conference and exhibition.

The theme of this year's conference is "sustainable intensification", in which speakers will be addressing the issues surrounding the growing demand for food in an environment of limited resources by using science and technology in a sustainable way.

The exhibition provides an opportunity for the industry to review, display and discuss new products and business opportunities. There are more than 70 exhibitors including agrochemical manufacturers and distributors, biotech companies, universities and research and manufacturing organisations from around the world.

This year's exhibitors include Batelle UK Ltd, Omex Agrifluids, Elsevier, Syngenta, Adelphi Masterfil, Taminco, Food Security Hub @ Leeds, Fix-a-form international and The Genome Analysis Centre.

Prizes will be awarded in a poster competition that can be seen at the conference and the exhibition. This has attracted entries from post graduates at a number of UK and international universities, on subjects covering the use of biocontrol agents, methods of yield increase, greenhouse gas emission and the use of herbicides.

At the conference a keynote address on improving sustainability in US agriculture will be given by Keith Kemp, Director of the United Soybean Board. Presentations on the theme of sustainable agriculture will be given by Juan Ferriera, of Monsanto, Jan-Kees Vis, of Unilever, Egil Hogna, of Yara International and Ignacio Dominguez, of Makhteshim Agan Industries.

Further presentations will be given by NFU President Peter Kendall, Dr Trevor Nicholls, of CABI, Dr Pedro Machado, Director General of Embrapa Rice and Beans, John Reifsteck, of Truth about Trade and Technology, Dr Bruce Lee, of CSIRO and Phil Bloomer, Director of Campaigns and Policy, Oxfam UK.



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A press briefing featuring several of the morning's speakers and exhibitors from leading companies will be held in the Albert Room before lunch. They will be joined by Renaud de Kerpoisson, Chairman of Offre & Demande Agricole, who will give a summary of this year's global harvest and commodities prices, and the effects this will have on food production in the coming year.

There will also be speakers from KWS SAAT AG, Macquarie Bank, the OECD, ECPA, Exosect, Marrone Bio Innovations, Syngenta and a host of other companies in the sector.

The first day of the conference will feature presentations and discussions on the delivery of sustainable agricultural intensification and how it might be achieved in practice. It will also look at global commodity prices and a planning forecast for 2013. The second day will look in more depth at the political, commercial and technical topics, from the impact of regulatory changes to assessing modern plant breeding and soil management techniques.

CropWorld Global Brand Director Haf Cennydd said there had been a very positive response to this year's event, which has attracted a diverse range of speakers, exhibitors and delegates.

"We have an exciting line-up of speakers and we are looking forward to what promises to be a fascinating series of presentations and discussions on the future of agriculture. This event is hugely important and provides the opportunity for everyone in the bio-science and food chain industries to keep abreast of current developments to help them meet the challenges of the future," she said.

ENDS

NOTES TO EDITORS:

CropWord Global 2012 is being organised by UBM in association with the British Crop Production Council (BCPC). UBM uses its experience in overseas markets to complement and build on the annual **CropWorld** conferences and exhibitions by running regional events in key crop producing regions of the world.

Further details are available from Terri D'Elia, Event Director, UBM Conferences. Tel; +44 (0)20 7560 4364, email terri.d'elia@ubm.com or go to www.cropworld-global.com



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About UBM Live

UBM Live is a division of UBM Plc (LSE: UBM) a leading provider of business information services to the maritime, travel, fashion, technology, healthcare, media, and property industries. UBM offers services in trade shows, conferences, online, news distribution, and publishing to customers across the globe. Its brands are represented in more than 30 countries and are organised into specialist teams that serve their business communities helping them excel in their market by working effectively and efficiently. For more information, go to www.ubmlive.com

About BCPC

BCPC promotes the use of science and technology in the understanding and application of effective and sustainable crop production. BCPC is a Registered Charity and a Company limited by Guarantee.

Further details are available at www.bcpc.org