



## **BEYOND AGRICULTURE – An Exciting New Opportunity**

### **2<sup>nd</sup> Pest Business Beyond Agriculture Seminar**

**Hua Ting Hotel, Shanghai Sunday 4<sup>th</sup> March 2012**

Many companies consider that markets for pesticides exist only in crop agriculture. Many more each year are recognizing the exciting new opportunities that exist in markets “Beyond Agriculture”. Indeed the global market for pesticide products “Beyond Agriculture” is already valued at US\$ 20 billion and growing at a faster rate than crop protection. China is one of the most dynamic markets where estimates indicate the market in China may now have reached as much as US\$1.7 Billion almost 10% of the global market.

The programme will include many speakers with experience of both international and Chinese markets. International speakers will feature chemical suppliers, audit bodies, and market specialists. The Chinese speakers will include leading export companies and local technical specialists. The whole programme will be provided with simultaneous translation in English and Mandarin.

The event is co-promoted by the CCPIT Sub-Council of the Chemical Industry and Pest Business



### **CCPIT SUB-COUNCIL OF CHEMICAL INDUSTRY (CCPIT CHEM)**

Founded in July 1990, CCPIT Sub-Council of Chemical Industry aims at promoting trade, economic and technology cooperation between China and the rest of the world. By organizing domestic and international exhibitions and technological conferences, we provide platforms for chemical companies to show their products & updated technology and conduct trade & cooperation. Each year we organize more than 30 exhibitions and conferences inside and outside of China. Among which, China International Agrochemical & Crop Protection Exhibition (CAC) after 11-year development has made itself the largest annual brand trade platform of the world agrochemical industry, and a grand occasion indispensable for the world agrochemical circles. Based on serving the industry and our member companies, we will make the best effort to promote the development of chemical industry.

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## **Market Background**

At a global level, much of that value is in Consumer Products, with Pest Control, Turf and Ornamentals and Public Health Mosquito Abatement also significant international markets. In addition to the market value for products, there are significant added value service markets such as in Pest Control where US\$1.5 billion product sales are utilized to support a service market valued at US\$ 16.0 billion. Improved education and understanding, along with the increasing economic capability to purchase products and services are the major drivers for future growth.

Although the active ingredients used are mostly the same as Crop Protection, their formulation and use allows them to be sold at generally higher 'unit prices' and as a consequence higher margins than in Crop Protection. In each market sector, the channel to market is unique and the key companies different and unlike Crop Protection, the number of specialist consultancy companies that understand the dynamic of the market 'Beyond Agriculture' is very limited.

The seminar will be led by two of most experienced international market specialists from the PestBusiness team:

Rod Parker has been researching and reporting on the growth of markets Beyond Agriculture for 20 years. His company GfK Kynetec has been the leading provider of market data to the industry worldwide and his market reports and insights have been regularly used barometer of the industry for many international companies.

Rob Fryatt is a leading opinion former in the industry Beyond Agriculture through his industry media columns and conference presentations. His company Xenex Associates Ltd. provides strategic input to many of the leading companies in the industry. One way in which he adds value is to assist manufacturers with targeting and establishing wider international distribution for Beyond Agriculture products.

PestBusiness ([www.PestBusiness.com](http://www.PestBusiness.com)) is a unique partnership of specialist companies that operate within the markets "Beyond Agriculture". PestBusiness has the market understanding, data, network and skills to assist any company to understand and target this exciting opportunity.

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