



INVITATION

Agrosalon 2010
Moscow, Russia
6 – 9 October 2010



The Trade Council, Russia

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It is with great pleasure that the Danish Agriculture & Food Council in cooperation with the Danish Trade Council, Russia invites you to participate at the Danish national stand at Agrosalon 2010 in Moscow, Russia.

Agrosalon International Agricultural Machinery Fair is the largest specialized exhibition of agricultural machinery in Russia and the 3rd of its kind will take place in Moscow from the 6 - 9 October 2010 at Crocus Expo International Exhibition Center. The Fair is organized by the Russian Union of Agricultural Machinery Manufacturers Rosagromash.

The Danish Minister of Food, Agriculture and Fishery Henrik Høegh is expected to attend the Agrosalon exhibition during his visit to Moscow in October 2010.

AGROSALON IS THE RIGHT PLACE TO BE

Started three years ago, Agrosalon is a very dynamic and rapidly developing agricultural machinery exhibition that is each year attracting more attention from professionals working in the agro business from all over Russia. Agrosalon is recognised as a great opportunity for business development not only by Russian, but also by a number of foreign companies from the USA, Germany, Austria, Denmark, Italy and other countries.

AGROSALON 2009

- 237 exhibitors
- 19 participating countries
- over 17,000 professional visitors

With its 500,000 sqm exhibition space Agrosalon is Russia's biggest exhibition platform and a great place to demonstrate agricultural machinery, launch innovations and establish new contacts.

MEET YOUR TARGET AUDIENCE AT AGROSALON

According to the participants of the exhibition Agrosalon 2009, the organizers managed to bring audience and buyers of agricultural machinery to the exhibition. For this year's Agrosalon the organizers intend to increase the number of visitors due to regional delegations with participation of farmers and representatives of local administrations. The target visitors at the exhibition are professionals in Horticulture, Floriculture, Information Technology Products, Seed and Biotechnology, Fertilizers, Agro and Rural Industries, Rural Consumer Products, Agriculture Research and Extension, Rural Institution and NGOs, Animal Feed and Veterinary Products, Sugar and Bi-Products Dairy, Processed Food, Poultry and Poultry products. From previous visits to the exhibition and experience with the organizers, this exhibition is mainly targeting potential buyers for agro technology for crop growing and crop handling.

Agrosalon 2010 is a great opportunity to promote your company's agricultural machinery for a wide range of visitors, meeting new customers and establishing new contacts. Don't miss out on what could be the most beneficial place for you to be in October 2010. An international platform with you representing quality goods; tractors, mobile loading machines, machines for soil treatment and tillage, machines and equipment for seeding and drilling, machines and equipment for application of fertilizers, machines and equipment for plant protection, machines and equipment for irrigation and drain, machines and equipment for harvesting, equipment for harvest screening, transportation, treatment and storage. Equipment for fruit, vegetables and other crops, components, spare parts and accessories.

Add long run value to your company – join Agrosalon 2010. Visibility is the way forward.

Danish companies in the agricultural machinery industry are known for their expertise, innovative solutions and good quality on the global market. Danish Agriculture & Food Council and the Danish Trade Council, Russia have experience with finding individual solutions for companies, when it comes to promoting your company and your products, as well as strengthening and expanding your presence in the market.

WE OFFER A SPECIAL EXHIBITION PACKAGE WITH THE FOLLOWING ADVANTAGES

- **Meeting facilities at a joint Danish national stand** which offer a better possibility for attracting potential customers than most Danish companies could achieve on their own.
- **Targeted advertising campaign before the exhibition.** Information letters and invitations to visit the Danish stand will be distributed to Russian companies, Russian farmers, local and governmental agricultural departments, who can initiate investments in different regions of Russia. Thus we will increase the likelihood of potential clients visiting your company.
- **Support during the exhibition.** Representatives from the Agricultural and Food Council and the Trade Council, Russia will be present on the stand during the entire exhibition period directing guests and assisting you in negotiations with Russian clients.
- **Follow-up to contacts established during the exhibition.** Upon request from participants, we will send out follow-up e-mails to Russian companies, Russian farmers and representatives from local and governmental agricultural departments that visited the Danish stand, thus making sure that the contact is maintained.

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STAND FACILITIES

Agrosalon 2010 will be held in closed exhibitions pavilions in a comfortable manner for both visitors and exhibitors. You will have your own meeting table and display facilities and 220V electricity. We will arrange printing of banners with company names and logos. Drinks and snacks for the guests are included in the package.

PARTICIPATION REQUIREMENTS

We offer you a full participation package for the price of DKK 20.000.

The price includes 10 sqm. /company indoor exhibition in a standard equipped stand and access to joint kitchen/store room.

Price is based on participation of 8 companies and includes a subsidy from the Trade Council.

OUR SERVICE PACKAGE INCLUDES:

- Coordination of joint stand;
- Targeted information of joint Danish stand aimed at attracting potential clients;
- Coordination of services provided by the exhibition organisers, including exhibition catalogue;
- Support during and after exhibition;
- Consultancy;
- Assistance in hotel booking and visa support service.

ADDITIONAL SERVICES (NOT INCLUDED IN THE PACKAGE)

- Additional exhibition place indoor
- Special equipment for stand construction and displays
- Coordination of transportation of samples to the exhibition
- Partner search. In case you don't have a partner in Russia, we will be happy to assist you in finding a company that will be representing your products on the Russian market.
- B2B meetings. If any preferences for planning of meetings at the exhibition.

CONTACT

Looking forward to join you in Moscow.

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Michael Stahlschmidt
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We ask that you return the attached binding registration form to us no later than Monday 16 August 2010. We will then send you further information.

We look forward to hearing from you and are of course available should you need any further information.

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BINDING REGISTRATION FORM

We hereby register for participation in the joint Danish pavilions as follows:

Stand participation, DKK 20.000,-
(flight fare and accommodation is not included).

NB!! at a minimum total pavilion size of 80 m²/ 8 exhibitors

We do not wish to participate

Comments: _____

NB!! Participation can not be made dependant of special placement and design, e.g. corner exhibit and multiple externally facing sides of the exhibit.

Company Name

Address

Postal Code/City.

Telephone

Dir. telephone

Fax

Web

E-mail

Contact person

Date & Signature

NB!! Registration is done according to EPD conditions of participation (see next page)

NB: Please return to Export Promotion Denmark,
Attn.: Michael Stahlschmidt, e-mail: ms@exportpromotiondenmark.dk, no later than Monday 16 August 2010

Conditions for participation in export promotion events under the auspices of the Secretariat of Export Promotion Denmark

1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of EPD is comprised by: 1) a binding registration form filled in and signed by a duly authorised representative of the company, and 2) these present general conditions for participation

2. Conditions for participation

The extent and conditions of participation as well as the services to be provided by EPD are laid out in the presentation material sent, which includes a description of the practical implementation of the export promotion event. By signing the binding registration form, participating companies give their approval of the presentation material sent and of the prices, conditions and provisions described therein.

EPD is under obligation to supply the services described in the presentation material. The participating companies are obligated to comply with the conditions for planning and implementing the export promotion event described in the material, including meeting the deadlines given for sending in material etc. to EPD.

EPD' provision of services is conditional on not being delayed or prevented by force majeure, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond the control of EPD. If an export promotion event is cancelled on one or more of the above grounds, the companies registered are under an obligation to pay their share of costs already defrayed during preparation, insofar as these costs cannot be covered by co-financing via export promotion funds.

3. Financial conditions

By returning the binding registration form, the company commits itself to paying the cost indicated for participating in the export promotion event. EPD' cost calculations (see material sent) are based on a minimum number of participants. Should this minimum number of participants not register, EPD reserves the right to cancel the event or send out revised material containing new prices, which will form the basis for the possible implementation of the promotion with a reduced number of participants. EPD reserves the right to adjust the prices given to follow changes in exchange rates, in the event of increases in rental for the premises, and in the event of higher prices due to common decisions about changing and expanding the event relative to the original material sent out.

4. Invoicing

Unless otherwise agreed, invoices will be issued as follows: 1) 100% on account with binding registration, 2) final invoice when the event is over and after all costs, such as any extra services agreed upon, are included. In the event that EPD' terms of payment are not met, EPD reserves the right to consider the agreement repudiated in accordance with section 6. If the invoices issued are not paid by the deadlines set, EPD is entitled to add interest to the amounts due at the prevailing rate for overdraft facilities as of the expiration of the deadline for payment.

5. Co-financing

In the event that co-financing can be expected via general export promotion funds, the representation material sent will indicate that co-financing will be sought by EPD. Participating companies are obligated to provide the necessary documentation and other information relevant to co-financing of the export promotion event.

6. Cancelling the agreement

Registering for an export promotion event is binding once the registration form has been filled in and sent to EPD. Thus, EPD has a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation. In cases of co-financed promotion, the company's registration is conditional on whether co-financing is granted.

7. Transport and insurance

Unless otherwise agreed with EPD, participating companies are charged with buying their own necessary insurance for their own employees and own goods, exhibition and information materials, covering damage incurred in transit or while the event is being held.

8. Venue

In the event of any dispute or controversy between the parties regarding the interpretation or construction of the conditions for participation or an alleged breach of contract by either party to this Agreement, such dispute or controversy shall be settled by arbitration.

EPD, 18 December 1998