



# INVITATION

Golden Autumn 2010  
Moscow, Russia  
8 – 11 October 2010



The Trade Council, Russia

# Golden Autumn 2010

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

The 12th Russian Agricultural Exhibition "Golden Autumn" is Russia's largest production agricultural trade show and fair. It will take place 8-11 October, 2010 at the All-Russian Exhibition Centre in Moscow. The main focus at the Danish national stand will be on agricultural know-how, husbandry, and genetics, as there is a great interest from Russian side, how we do things in Denmark.

The Danish Minister of Food, Agriculture and Fishery Henrik Høegh is expected to attend at the opening of Golden Autumn 2010 8 October, which will increase the focus on Danish breeding of animals and production technology.

#### GOLDEN AUTUMN IS THE RIGHT PLACE TO BE

Golden Autumn is the oldest exhibition within the agricultural sector, and is strongly supported from The Ministry of Agriculture in Russia, which use this exhibition to show the capacity of Russian Agricultural Business, as well to introduce new politics and targets for the Russian Agricultural Sector. This year The Ministry of Agriculture in Russia has specially invited a Danish Delegation to participate in the event. The Minister of Food, Agriculture and Fisheries in Denmark, Henrik Høegh is expected to participate in the event and generate focus for the Danish Exhibitors.

Along with the invitation, the Danish companies are invited to perform conferences on livestock breeding. Depending on interest from the Danish companies it is considered to perform conferences under the following headlines: "Danish Genetics for pig production", "Danish developments in technologies for pig production" and "Danish genetics and technologies for milk production".

Golden Autumn has become the primary event of the year for those interested in the Russian market for agricultural inputs. Golden Autumn 2010 is a great opportunity to promote your company's agricultural products used as inputs in production agriculture (e.g., genetics and crop science), to expose the Russian government and agribusiness to advances in agricultural science and technologies, but also to establish contacts so as to be the first mover in developing breeding programs, primarily for pigs, and establishing breeding production facilities in Russia, which is of highly demand in Russia's developing agricultural sector.

Golden Autumn is a perfect platform to start business and expand your reach in the market. As for last year's Golden Autumn more than 2,000 companies and organizations from 54 Russian regions and 29 foreign countries exhibited at the fair. More than 80,000 visitors attended the four-day event, most of who are involved in

farming and livestock production, food processing, agribusiness, research, or business financing. The affects of the economic crisis were apparent at the fair which was smaller than in previous years; however, the quality of the attendees was as strong as ever.

For the first time, 12 departments of the Russian Ministry of Agriculture directly participated in the fair, each represented by an individual stand included in the "introductory" section of the show grounds in Pavilion 75. Agricultural producers could seek professional advice, learn more about the government's agricultural development priorities, and state support programs such as: credit for large and small enterprises, leasing, agricultural insurance, and state regulation of purchase prices for agricultural products. This will be repeated again at this year's Golden Autumn. Like many agricultural exhibitions worldwide, bio energy was highlighted at Golden Autumn 2009.

With the right decision making and strategic thinking Golden Autumn 2010 can turn into a "cash cow" for Danish agricultural companies in the long run. Invest in a Russian-Danish model, where knowledge sharing with Russia, primarily regarding the pig sector, will help Danish interests in the future both on the export side, but also in establishing businesses with expansion possibilities. The crisis has peaked and it's time to do business. Russia demands Danish expertise.

Danish companies in the agribusiness 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.

#### STAND FACILITIES

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 Danish Trade Council.

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#### WE OFFER A SPECIAL EXHIBITION PACKAGE WITH THE FOLLOWING ADVANTAGES

- **Targeted conference with follow-up visits at selected investors.** The conference is focusing on genetics in Danish pig breeding, breeding planning and –programs, demands for facilitating and control of breeding facilities and –stocks, feeding of breeding animals etc., technology for pig breeding and other production animals, and investments in breeding systems. The conference is addressed to suppliers to primary producers of animal husbandry.
- **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 Danish Agriculture & Food Council and the Danish 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.

#### OUR SERVICE PACKAGE INCLUDES:

- Conference;
- 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/outdoor
- 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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##### Export Promotion Denmark

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info@exportpromotiondenmark.dk

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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.**

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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 m<sup>2</sup>/ 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](mailto: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**