

Welcome to



ABIC 2004

12-15 September, Cologne, Germany

AgBiotech goes Europe



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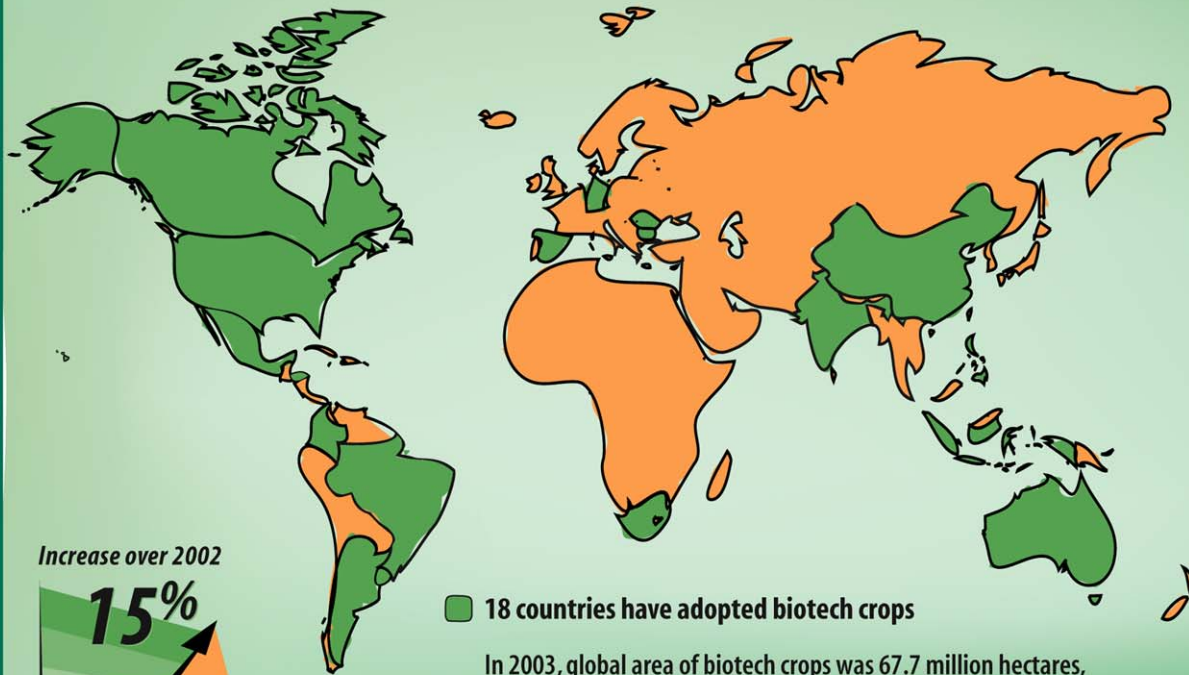
ABIC 2004: AgBiotech goes Europe - The opening of a market

5th Agriculture Biotechnology International Conference

ABIC 2004 in Cologne, Germany.



Global Status of Biotech Crops in 2003



Increase over 2002

15%

In 2003, global area of biotech crops was 67.7 million hectares, representing an increase of 15% hectares over 2002.

Source: Clive James, 2003, *International Service for the Acquisition of Agri-biotech Applications*

50,000 hectares or more

USA:	42.8 million
Argentina:	13.9 million
Canada:	4.4 million
Brazil:	3.0 million
China:	2.8 million
South Africa:	0.4 million
Australia:	0.10 million
India:	0.10 million
Romania:	<0.10 million
Uruguay:	<0.10 million

50,000 hectares or less

Spain	Bulgaria
Mexico	Honduras
Philippines	Germany
Colombia	Indonesia





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ABIC 2004:

More than „only“ a
Congress

Partnering Event

Fair



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Congress

Biotech Tour

**Poster
Session**

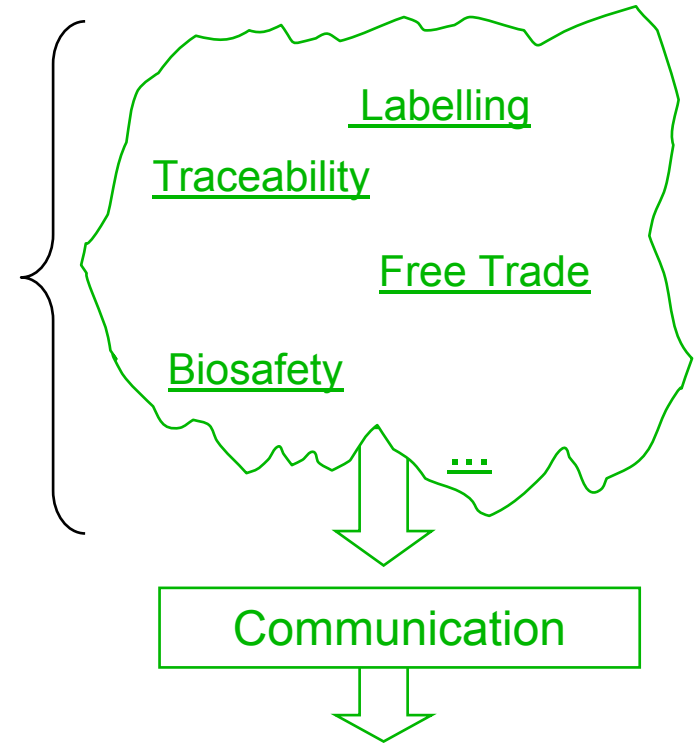


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actual discussions in and around AgBiotech:

- Status of Information and public acceptance
- Consumer Benefit
- Reliability of research and controlsystems
- Level of knowledge of the political decisionmakers
- Position of agricultural- and food industry



Sponsorship Opportunities



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Goal of ABIC 2004:

Interface and Information panel
between
Science, Economy and Politics



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ABIC 2004: first time in Europe!

ABIC 1996: Saskatoon

ABIC 1998: Saskatoon

ABIC 2000: Toronto

ABIC 2002: Saskatoon



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ABIC
Organisation Office
at BioCampus
Cologne





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Location:

Congress-Centre West, Cologne Fair



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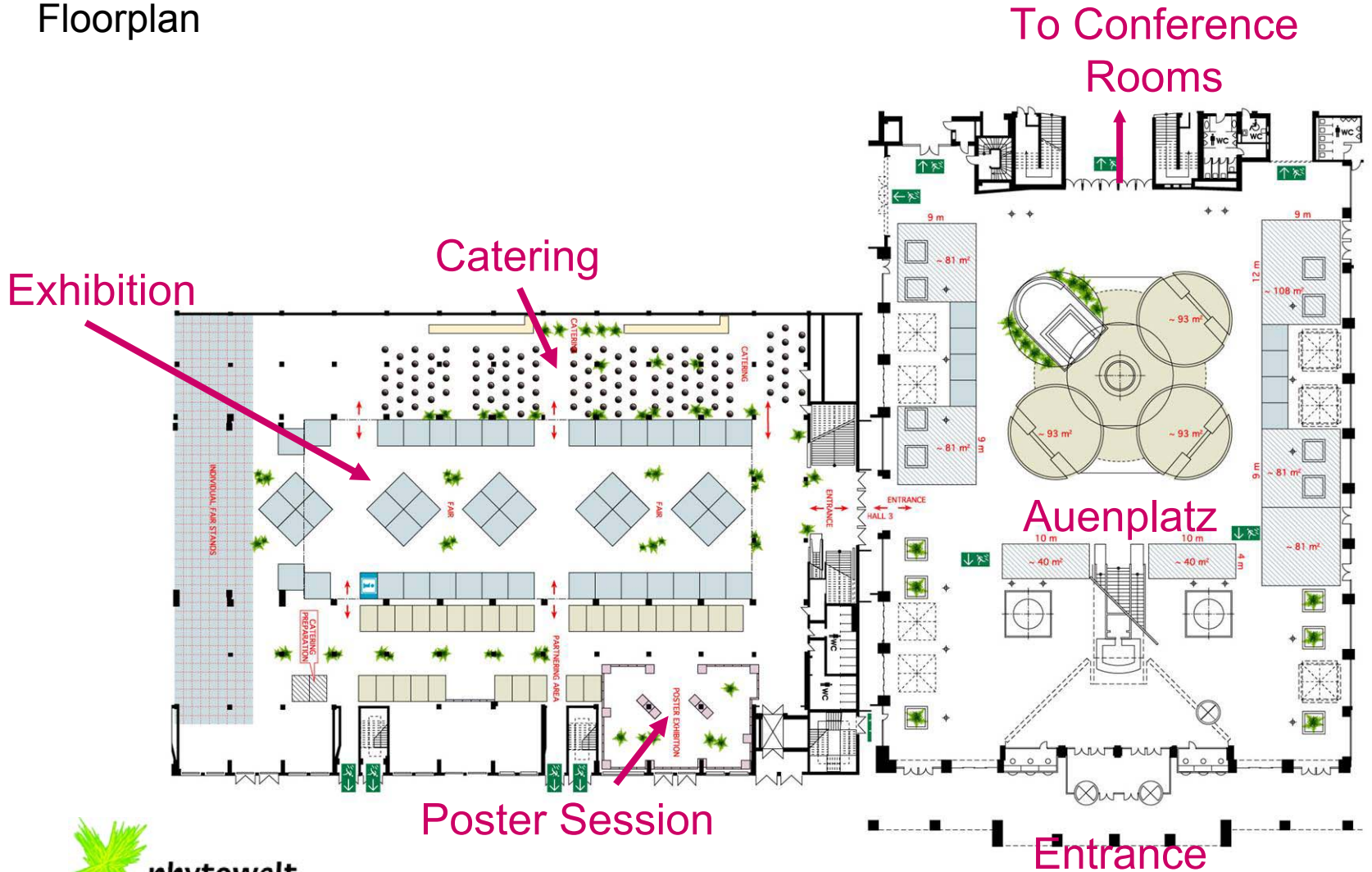
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Central meeting point of ABIC and Sponsors' Location:
The "Auenplatz"



Floorplan





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Why participating in ABIC?

- Highly International
- Excellent Timing
- Up to date Topics
- Interface
Science/Economy/Politics



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ABIC - Program

3 Major Topics

- ***The Business of Biotechnology***
- ***Advances in Plant Improvement***
- ***New Opportunities through Biotechnology***



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Topics at the ABIC 2004

Session (day)	The Business of Biotechnology	Advances in Plant Improvement	New Opportunities through Biotechnology
I	When Will GM Crops Take Root in Europe?	Controlling Gene Expression in GM Crops	Plants as green factories
II	Co-existence of Transgenic and Non-Transgenic Crops	Synergies between Breeding and Biotechnology	Biotechnology and Food Security for the Resource-Poor
III	<i>Business Forum / Industry Presentations</i>		
IV	The Business of Biotechnology	Improvements in Non-Food Crops	Nutraceuticals as Links between Food and Health: Using Biotechnology to Improve Our Food



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Topics at the ABIC 2004

Session (day)	The Business of Biotechnology	
I	When Will GM Crops Take Root in Europe?	<ul style="list-style-type: none">▪ EU regulatory framework▪ Potential benefits to European agriculture▪ National situations
II	Co-existence of Transgenic and Non-Transgenic Crops	<ul style="list-style-type: none">▪ Tools to ensure food safety / consumer protection▪ Traceability: biosafety issue or trade barrier?▪ How to improve acceptance of Plant Biotech
IV	The Business of Biotechnology	<ul style="list-style-type: none">▪ Will investments in plant biotechnology pay off?▪ Do's and Don'ts for biotech start-ups▪ Today's and future markets in plant biotech▪ What impact does segregation have on the value chain of food production



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Topics at
the ABIC
2004

Session (day)	Advances in PlantImprovement	
I	Controlling Gene Expression in GM Crops	<ul style="list-style-type: none">▪ Gene switches▪ Controlling gene flow▪ Gene expression stability▪ Gene/Marker excision
II	Synergies between Breeding and Biotechnology	<ul style="list-style-type: none">▪ Genomics/allele mining▪ Advanced mapping tools▪ Targeted gene modification▪ Use of model genomes
IV	Improvements in Non-Food Crops	<ul style="list-style-type: none">▪ Elimination of harmful byproducts in phytopharmaceuticals▪ Yield enhancements for renewable energy plants (rape seed, sugar cane etc.)▪ Coloring and mechanical properties of fiber crops



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Topics at the ABIC 2004

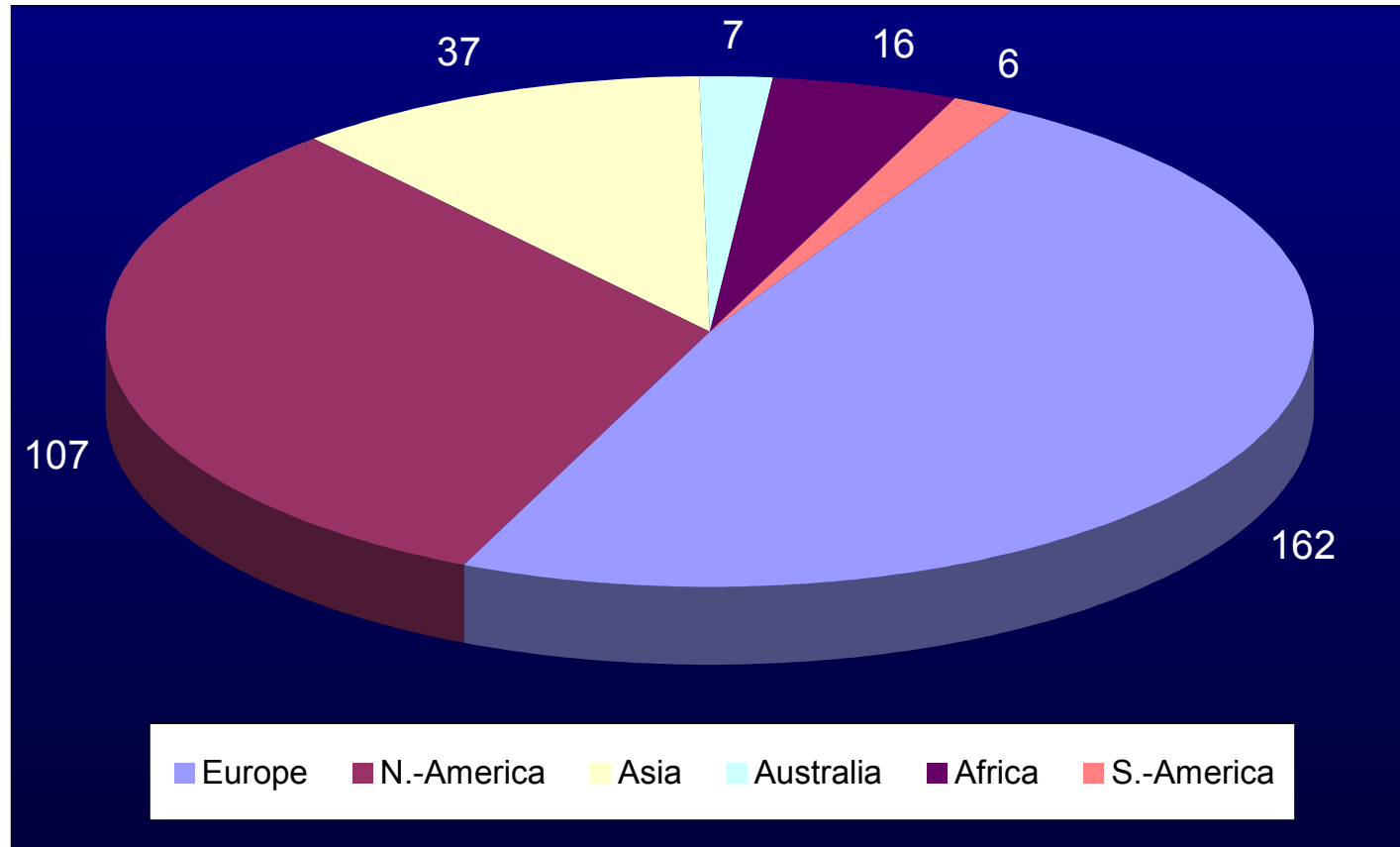
Session (day)	New Opportunities through Biotechnology	
I	Plants as green factories	<ul style="list-style-type: none">▪ Strategies for producing PMPs in plants (Molecular Farming)▪ Raw materials, chemical intermediates▪ Engineering new biosynthetic pathways
II	Biotechnology and Food Security for the Resource-Poor	<ul style="list-style-type: none">▪ Analysis: the need for new solutions▪ Case study of a real biotech solution▪ Managing IP to benefit the resource-poor▪ Phytoremediation and protection of environment through genetically engineered plants
IV	Nutraceuticals as Links between Food and Health: Using Biotechnology to Improve Our Food	<ul style="list-style-type: none">• Nutritional enhancement of food• Different ways to nutraceuticals:<ul style="list-style-type: none">- genetic engineering- classical breeding- food processing / fortification



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Newsletter Registries





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ABIC - Organisation



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Steering Committee (I)

- **Dr. Malcom Devine** *Bayer BioScience N.V.*
- **Dr. Johan Cardoen** *Crop Design NV*
- **Dr. Peter Morris** *Heriot-Watt University*
- **Dr. Andreas Graner** *Institut für Pflanzengenetik und Kulturpflanzenforschung*
- **Dr. Günter Strittmatter** *KWS Saat AG*
- **Prof. Dr. Heinz Saedler** *MPI für Züchtungsforschung*
- **Dr. Sylvia Deutschmann** *LSA Life Science Agency*
- **Prof. Dr. Ulf-Ingo Flüge** *Botanisches Institut der Universität zu Köln*
- **Dr. Paul Schulze-Lefert** *MPI für Züchtungsforschung*
- **Prof. Dr. Francesco Salamini** *MPI für Züchtungsforschung*
- **Dr. Roger N. Beachy** *Donald Danforth Plant Science Center*



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Steering Committee (II)

- **Mr. Norbert Reichl** *Food-Processing Initiative*
- **Mr. Eric Menges** *State of Victoria Australia*
- **Dr. Hans-Jörg Buhk** *Robert-Koch-Institut*
- **Dr. Robert Dietrich** *Amt für Stadtentwicklung
und Statistik Stadthaus*
- **Dr. Ricardo Gent** *Verband der Chemischen
Industrie*
- **Dr. Steffen Preusser** *Canadian Embassy*
- **Dr. Jürgen Logemann** *BASF Plant Science GmbH*
- **Prof. Rainer Fischer** *Fraunhofer Inst. für Molekular-
biologie und angewandte Ökologie*
- **Prof. Dr. Klaus Ammann** *Botanischer Garten Bern*
- **Dr. Peter Süsser** *MBW Mittelstandsberatung GmbH*
- **Prof. Dr. Lothar Willmitzer** *MPI für molekulare
Pflanzenphysiologie*
- **Prof. Dr. Peter Westhoff** *Heinrich-Heine-Universität
Düsseldorf*
- **Dr. George Coupland** *MPI für Züchtungsforschung*



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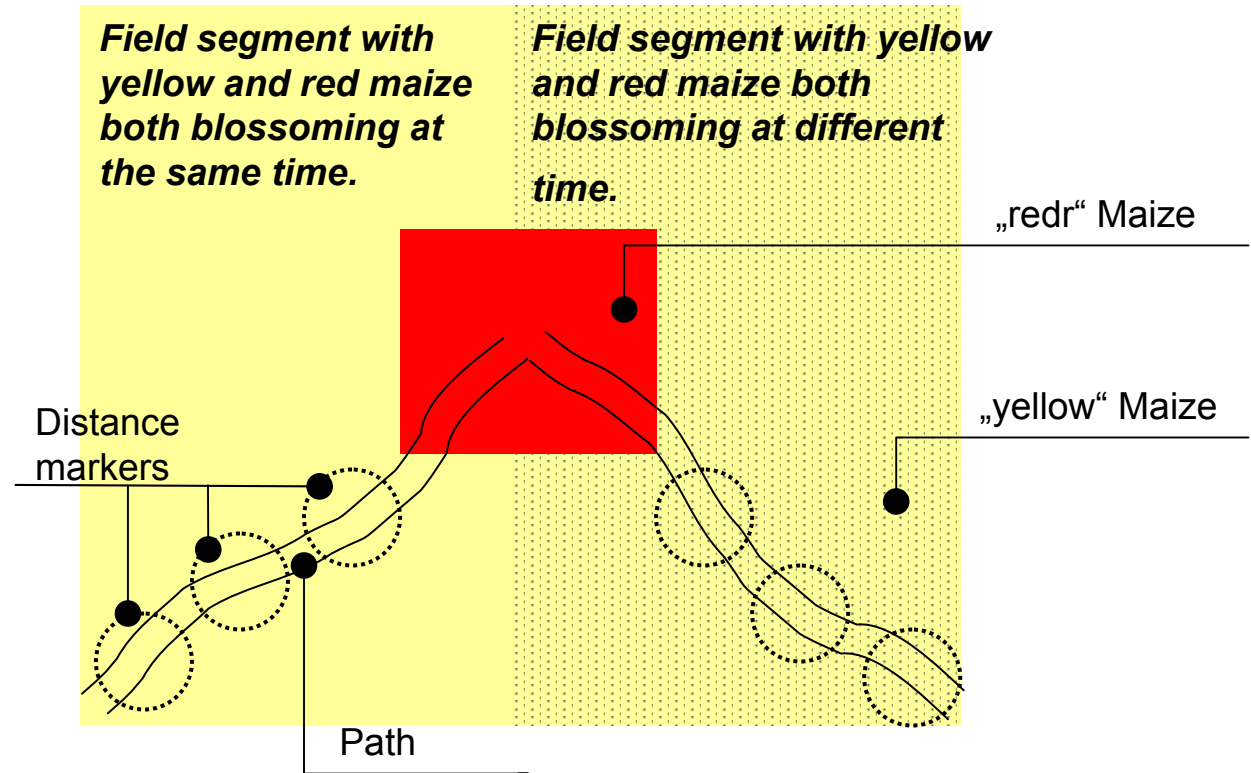
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Accompanying Actions

Corn Field Experiment on Coexistence

Field Experiment with traditional seeds



Advantages of Coloured-Maize Field Experiment

- Licencing not necessary (as not genetic engineering).
- Possibility to demonstrate co-existence to farmers
- More convincing than floorplans and laboratory results
- high PR-Value, especially as demonstrated during ABIC
- demonstrative argument in talking to decision makers from politics, economy, research...
- Generation of new scientific data



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ABIC 2004: Why sponsor?



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to

- increase the attendance on your stand
- raise your corporate image, recognition and brand awareness
- help improving the image of plant biotechnology in Europe and connect this image with your company and your products
- build up tangible relationships
- take a firm and sustainable stand on agro biotechnology
- communicate effectively with a multitude of politicians from different countries
- optimize business to business relationships



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Possible benefits of sponsorship

- Driving brand values – increased awareness
- Target audience/customer involvement
- Highly targeted marketing – Media exposure
- Opportunities for joint promotions
- Differentiation from competition
- Increased sales

Green sponsorships are taking root and growing!



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Five Representation Packages & various additional individual Options



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Packages

	Value
• Supporter Representation	€ 2.500
• Trade Fair Representation	€ 5.000
• Partnering Event Representation	€ 10.000
• Regular Representation	€ 20.000
• Major Representation	€ 40.000
+ various additional individual Options	



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Supporter Representation

- **1 full conference pass**
- **15 minutes presentation on Partnering Event (for exhibitors only)**
- **Logo on supporter website page**
- **Recognition certificate**



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Trade Fair Representation

- Logo in trade fair hall and Partnering Event
- 1 full conference pass and 2 trade fair passes for booth staff
- 15 minutes presentation on Partnering Event, only for exhibitors
- 20-word profile and logo on ABIC website sponsor page
- 9 m² pre-equipped booth or 15 m² raw space in Partn. Event hall
- Quarter page advert in the ABIC 2004 Partn. Event compendium
- Logo on sponsor page of ABIC catalogue
- Quarter page of 4 color advert in ABIC catalogue
- Early and final registration list of delegates and exhibitors



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Partnering Event Representation

- Logo in trade fair hall and Partnering Event
- full conference passes
- up to 2 trade fair passes for booth staff
- 15 minutes presentation on Partnering Event, only for exhibitors
- 30-word profile and logo on ABIC website sponsor page
- 18 m² pre-equipped booth or 20m² raw space in Partn. Event hall
- Half page advert in the ABIC 2004 Partnering Event compendium
- Logo on sponsor page on ABIC catalogue
- Quarter page of 4 colour advert in ABIC catalogue
- Early and final registration list of delegates and exhibitors
- Opportunity to chair one partnering session



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Regular Representation

- Logo recognition throughout the ABIC, Partnering Event and final pgm.
- 4 full conference passes, up to 4 trade fair passes for booth staff
- 15 minutes presentation on Partnering Event, only for exhibitors
- 40-word profile and logo on ABIC website sponsor page
- 30 m² raw space in central exhibit hall (major & regular exhibitors)
- Half page advert in the ABIC 2004 Partnering Event compendium
- Logo on sponsor page on ABIC catalogue
- Half page of 4 colour advert in ABIC catalogue
- Early and final registration list of delegates and exhibitors
- Opportunity to chair one regular session
- Hospitality Suites, only for major and regular exhibitors
- Half page „Summary of Achievements in Life Science“ published in final programme



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Major Representation (part 1)

- Logo recognition throughout the ABIC, Partnering Event and final program
- 8 full conference passes, up to 8 trade fair passes for booth staff
- 15 minutes presentation on Partnering Event (exhibitors)
- 50-word profile and logo on ABIC website welcome page
- 95 m² raw space allowing custom display, centre of central exhibit hall, major and regular exhibitors only
- Full page advert in the ABIC 2004 Partnering Event compendium
- Logo on sponsor page on ABIC catalogue
- Full page of 4 colour advert in ABIC catalogue



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Major Representation (part 2)

- **Early and final registration list of delegates and exhibitors**
- **Opportunity to chair one plenary session**
- **Hospitality Suites (major and regular exhibitors only)**
- **Full page „Summary of Achievements in Life Science“ published in final program**
- **Recognition in all announcements**
- **Opportunity to host private receptions throughout ABIC**
- **Privileged access to the Media (Press)**



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Various Additional Options

- Shuttle for visitors and speakers
- Public Opening
- Speakers' Dinner
- Continental Breakfast
- Ongoing Coffee Services
- Conference bag, badges, Volunteers Shirts and Dinner, etc.
- Opportunities to sponsor Plenary sessions, Poster sessions, Topic Session
- Session on Biotechnology and Food Security for the Resource Poor
- Gala Dinner
- Speakers Gifts
- Internet Cafe's
- ABIC Catering
- Sponsoring Entrance tickets
- Closing Reception
- any more ideas ???



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Contact for ABIC sponsors and exhibitors:

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Thank you



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