

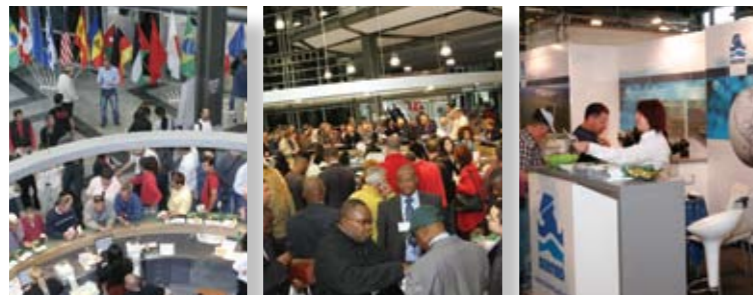
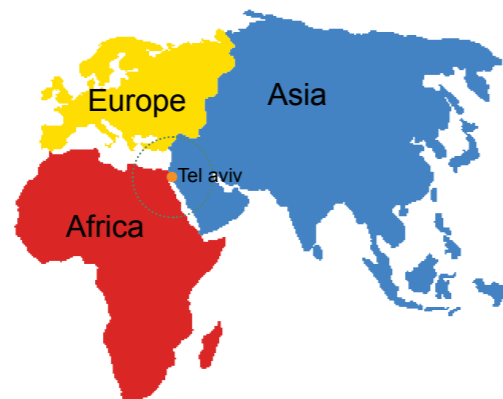


The 20th Agro Mashov^{Exhibition}

The central meeting point of
agriculture in Europe, Asia and Africa

Israel's unique geographic location at the meeting of three continents: Europe, Asia and Africa provides an ideal rendezvous point for guests from all over the world. The central platform offered by the current "Agro-Mashov" exhibition would bring together approximately twenty thousand guests, from 50 different states, arriving in their quest for agricultural technologies that may solve the problem of shortage in water, food and energy, the world faces today.

The "Agro-Mashov" in Tel-Aviv is the natural meeting place of the modern world's global agricultural village, with the purpose of serving as a strategic rendezvous point for growers, developers, producers, buyers and researchers.



Opening hours:

Wednesday, 13 January 2010: 10:00-18:00 ● Thursday, 14 January 2010: 10:00-18:00

Organizers:



Tel: +972- 8-6273838 ● Fax: +972-8-6230950 ● Email: info@mashov.net ● Internet site: www.mashov.net



A Worldwide Turnout

אגרו מאשוב
אגרו מאשוב



The 20th Agro Mashov^{Exhibition}

The Leader in Agricultural Technology

13-14 January 2010

The Israel Trade Fairs & Conventions Center. Tel Aviv, Israel

One of the central reasons for worldwide interest in 20th International Agricultural Exhibition AgroMashov is the global food, water and energy shortages. AgroMashov is the most important international summit and exhibition for agricultural industry and applied R&D executives from all over the world.

The importance of conducting the exhibition in Israel follows from several facts:

- Israel is the pioneer and the leader of advanced agricultural technologies aimed to save water and energy resources;
- Based on these advanced solutions, Israel has developed and is assisting to developing states in implementation of unique growing practices that allow, on the one hand, optimized usage of agricultural inputs, and significantly increase yields;
- Israel has also developed technologies that effectively fight desertification processes and allow using the land for agricultural purposes. Fighting desertification is one of the tools in solving another problem – world food shortage;
- The geographical location – in the middle of three continents - Europe, Asia, and Africa makes Israel easy to reach.

20th International Agricultural Exhibition AgroMashov provides a golden opportunity for farmers and members of the agro-business manufacture and trade community to present their products and services - from initial growth to final sale. The geographical location of the trade fair – in the middle of three continents - Europe, Asia, and Africa - makes it an international magnet for growers to display their produce to the international traders, and for buyers to create new commercial contacts.



Exhibitors & Visitors

Agro-technology and machinery, irrigation and water control, pest control, fertilizers, seeds companies, Importers and exporters of fresh produce, wholesalers and retailers, marketing chains, shipment and cargo companies, manufacturers of sorting, washing, labeling and packaging machinery and equipment, cooling and storage equipment, transportation and logistics.

The list of international brands to exhibit at “Agro-Mashov” this year includes: John Deere, Bayer, HCR Seeds, De Ruyter Seeds, Messy Ferguson Tractors, New Holland, Case, Pure Line Seeds, Kaneko Seeds, Takada Seeds, Monsanto, Zata Seeds, KEKKILA, Agresco, Carmel, Jaffo, Origin Seeds, Deshanim-Israel and many other international brands.



Participation Costs for Exhibitors:

1. Registration Fee: €219
2. Indoor Sima System booth: €230 per square meter (9 square meters minimum). The booth includes: 1 table, 2 chairs, 1 electrical socket (220 volts), lighting, and fascia with company name in English (without logo). The booth is enclosed on three sides.
3. Indoor bare space: €175 per square meter. Includes: 1 electrical socket (220 volts)

Prices do not include VAT.



5 Good Reasons to Visit and Participate in 20th Annual International Exhibition AgroMashov

1. Non-stop business

AgroMashov is an ideal meeting ground for people involved in various fields of commercial agriculture. This is your chance to host your clients, develop new contacts, strengthen existing ties, and increase business activities. Growers and merchants from all over the world participate and visit the show, coming with a lively interest and eagerness to be introduced to new products and services.

2. Learn how to market your products in a competitive international environment

Today, anyone who is involved in commercial agriculture understands that being a highly-qualified, proficient grower is not enough – professionals must know how to effectively market their products. Brand names can make the difference between a "losing" product and a profit-making one. The expo will show you the secrets of branding for promoting sales.

3. Increasing revenues while reducing costs

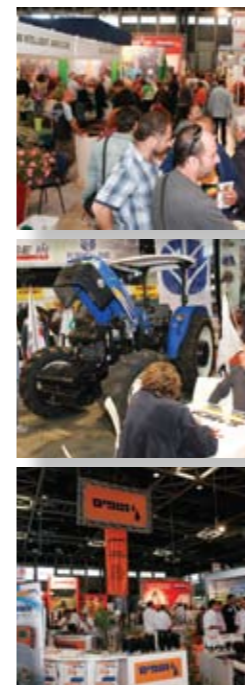
The expo will be exhibiting new technologies, the latest research findings and the most recent service developments that can assist you to enhance your professional skills and raise your crop yield. Among the exhibitors: laborsaving solutions based on agro-mechanical innovations; state-of-the-art irrigation systems; ways of cutting back in the use of pest control material, etc.

4. Professional Events

Fascinating and timely meetings and conferences.

5. Competitions

Agromashov will hold a number of contests: flower growing, best-flavored tomato, and others.



More goals to achieve at AgroMashov!

Here are twenty-one specific goals that Agromashov can help you achieve:

Sales

- Generate sales leads
- Make direct sales
- Build a contact database

Brand Building

- Create or raise market awareness
- Position or re-position your brand
- Educate by demonstrating
- Boost financial analyst/investor perceptions
- Develop new markets

Customer Relationship

- Build relationships with current customers
- Educate customers
- Upsell and cross-sell customers
- Collect customer testimonials
- Re-sell lapsed customers

Market Research

- Market test a new product
- Research your marketing campaign
- Test market awareness and perceptions

Sales Channel Enhancement

- Identify and recruit new distributors or partners
- Support and enhance your sales channels
- Build your reputation as a partner

Media Relations

- Make public relations and generate coverage
- Build personal relationships with key editors and journalists