

# FarmMech 2020

24 25 26 27

NOVEMBER 2020

## FOCUS GLOBAL

- North America • East Europe
- European Union • United Kingdom
- Africa • ASEAN • SAARC

Virtual exhibition on agricultural machinery and equipment

## FOCUS SECTORS



Manually operated equipment



Machines for general farm use



Tractors, bulldozers & other vehicles



Land preparation and planting machinery & equipment



Crop maintenance machinery & equipment



Crop harvesting machinery & equipment



Post-harvest machinery & equipment



Tillage tools & wear parts



Other equipment & components

[CLICK TO BOOK SPACE](#)

## VIRTUAL PAVILION

TARGETS MANY GEOGRAPHIES AT THE SAME TIME

LIVE INTERACTION WITH VISITORS BEFORE AND DURING THE EXPO

## Global agri equipment market projected to reach US\$279.5 billion



The global agriculture equipment market is projected to reach US\$279.5 billion by 2025, growing at a CAGR of 6.5 percent from 2018 to 2025. The market was valued at US\$171 billion in 2018, according to a study.

India's export of agricultural machinery during 2019-20 was valued at US\$1024.58 million. India experienced a positive trade balance to the extent of US\$708.3 million during 2019-20. India's exports of agricultural machinery was 1.3% of engineering exports during 2019-20.

EPC India intends to open new markets for agricultural machinery and farm technologies for its members. The show will be promoted globally to attract buyers.

■ India's exports of agricultural machinery to the USA was the highest among the North American countries, .

■ Among the EU countries, India's agricultural machinery was the highest to Germany and the third highest to the UK in 2019.

■ The African Continental Free Trade Area Agreement (AfCFTA), the 54-country trade bloc which came into force on 30 May 2019, is set to make Africa the world's largest free trade zone since the WTO in 1994, opening up vast opportunities for global economies.

■ India has a long-standing trade agreement with the ASEAN region and the ASEAN-India FTA (AIFTA) of 1 January 2010 further strengthened relations between India and the bloc.

■ India is the biggest and the most industrialised trade partner of the SAARC region.

	India's export of agricultural machinery in 2019 (US\$ million)	India's total merchandise trade in 2019 (US\$ million)
North America	89.95	104619.36
Eastern Europe	27.13	15902.61
EU	157.74	105606.95
UK	26.23	15675.69
Africa	165.4	66,680.01
ASEAN	111.9	31,492.51
SAARC	204.58	25,726.73

### KEY FEATURES OF A VIRTUAL EXPO

- Participate from anywhere any time using web browsers and smart phones, on iOS and android.
- Artificial Intelligence-driven matchmaking for buyers (pre-scheduled/ approved meetings).
- Availability of company and product videos to enhance the experience of buying/sourcing.
- Chat and video conferencing facility to help easy interactions.
- Private meeting rooms, personalised schedules and Mobile App support.
- Products displayed with detailed specifications to facilitate sourcing
- Webinars that bring speakers and experts to enhance knowledge and help decision making.
- Data security ensured on the online platform for buyers and exhibitors for meetings and chats

### How a virtual expo helps exhibitors

- Access to quality buyers from the comfort of the home or office.
- Reduced cost of participation compared to traditional format.
- Focussed region or market helps in understanding specific market requirements and therefore solutions can be showcased accordingly.
- Much wider coverage of the entire market because of more variety in the customer base

## Exhibitor packages

Facilities	Basic	Premium
Virtual booth	Yes	Yes
Chat Messaging with buyers	Yes	Yes
Video conference with buyers (4 hours every day per login)	1 login	2 logins
Products for display with write-up	10	20
Photos per product	5	5
Video per product (up to 5 videos)	1	1
Downloadable products brochures	5	10
Name and Logo on virtual booth	Yes	Yes
Exhibitor list	Yes	Yes

### Participation charges

#### Standard booth

Rs 25,000 for Members  
Rs 30,000 for non-members

#### Premium booth

Rs 28,000 for Members  
Rs 33,000 for non-members

- GST will be additionally applicable for both

### Mode of payment

Please use the PayU payment gateway on the online **Space Booking Form** (see next column).

### How to book space

Firms are requested to fill in the **online Space Booking Form at this link.**

### Selection criteria

Since space is limited, participants will be selected strictly on first come, first served basis.

### Cancellation of participation

If any applicant wants to cancel his participation, it may be noted that he remains liable to pay the full amount to EEPC India.



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## VISITOR PROFILES

Agriculturists

Agri Engineering units & Corporations

OEMs, Dealers, Distributors, Wholesalers, Retailers & Importers of Agri/Farm machinery & equipment

Farm & Garden contractors

Landscape suppliers

Plantation owners

Farmers

Floriculturists & Horticulturists