

**Business Trip / April 24 - 27, 2022**

# **BRAZIL AGRISHOW 2022**



**Heads up for our Swiss Pavillion at Agrishow 2023!**

## Why are we organizing this group business trip?

Brazil is one of the world's food baskets, among the largest agribusiness countries in the world. Its expansion in the last decades was linked to productivity gains through technological improvements.

**Agribusiness is the main driver of Brazil's economy**  
Responds for **25% of exports** and more than **20% of the GDP**

Agribusiness is already a powerhouse in Brazil's economy and is constantly expanding: Brazil intends to cover 40% of the global food demand by 2050.

## The demand for innovative solutions keeps on growing

How to feed a growing world population without using more resources such as land and water? **This is where Swiss technology can help.** Brazil can double its output without using more land by implementing innovative technologies and efficient practices

Agrishow is the largest Agribusiness Tradeshow in Latin America. It is the perfect event to approach the booming and highly professional agribusiness market in Brazil.

**> 502.000 m2 area**  
**>159K visitors** from **91 countries**

Technology and precision agriculture was the key interest of 2019's Agrishow visitors.

Join our 2022 group business trip and enjoy our full support to discover and pave the way to succeed in the Brazilian Agribusiness market.

## Who should join our program?

Established companies catering to the agribusiness industry, interested in finding a local partner or customers, as well as startups interested in understanding trends and business opportunities.

## Why join?

- Discover trends and business opportunities in one of the largest agribusiness markets in the world.
- Find a distribution partner;
- Meet with potential customers and industry experts;
- Decide on booking a booth at our 2023 Agrishow Swiss Pavillion

Alongside our partners, we organized a four days agenda during Agrishow with meetings and workshops, maximizing the outcome of your trip to Brazil and providing you with a unique inside view of the local market.

Agrishow takes place in the city of Ribeirão Preto, 340 Km away from the capital city of the state, São Paulo. To allow participating companies to travel comfortably, the full program covers the local transportation, accommodation and meals during these 4 days.

The Swiss Business Hub Brazil will also offer and book slots in this week to offer individual support to Swiss companies, organizing and facilitating meetings with potential distributors/partners and/or experts (see our special offer on trade services in the annex).

## The Program:

### **Sunday, 24<sup>th</sup> April, 2022**

- Starting point: São Paulo, GRU Airport;
- Visit to an orange grove and a juice processing plant, in partnership with CitrusBR – Citrus Industry Association;
- Transfer from Araraquara to Ribeirão Preto

### **Monday, 25<sup>th</sup> April, 2022**

- Guided tour at Agrishow and contact with key exhibitors;
- Lunch at Agrishow with agribusiness experts;
- Workshop with industry experts on trends and opportunities;
- Swiss Technology Networking Cocktail with key opinion leaders, Brazilian government authorities, Embrapa (Brazilian Agricultural Research Corporation), potential clients and partners, Swiss and Brazilian companies, experts and heads of associations.

### **Tuesday 26<sup>th</sup> April, 2022**

- Guided visit to the Fazenda Inteligente (startup demo area) with a technology and field demonstration area;
- Workshop on market entry and regulatory aspects;
- Free time / Slots for individual appointments.

### **Wednesday 27<sup>th</sup> April, 2022**

- Visit to AgTech in Piracicaba (Agri and food startup cluster);
- Visit to a sugarcane plant, in partnership with APLA – Ethanol Cluster;
- Transfer to São Paulo (Airport or Hotel)

## Your benefit

The Group Business Trip to Agrishow 2022 will allow the participants to acquire a deeper understanding of the Brazilian market for agri-related technology; our side events will enhance networking and effective business opportunities, helping participants to gain visibility and reach the targeted audience.

If you have existing contacts in Brazil, our team may them and invite 2-3 guests on your behalf for the networking event.

To maximize the outcome of your stay in the country, we also offer additional service modules, such as Distribution Partner Search, Market Study, Business Meetings and others.

## Participation costs

- CHF 3'240.- For Gold Members
- CHF 3'390.- For Silver Members
- CHF 3'470.- For Non-Member Companies

## Payment and Conditions

### Not included

- International flights Zurich – São Paulo – Zurich;
- Accomodation in São Paulo & transfers outside the program.

### Payment conditions:

- 50% upon confirmation
- 50% after the end of the program, and shall be paid within 10 days.

### Minimum number of participants

The current program and costs require a minimum participation of 3 (three) individual Swiss companies. In case this number is not achieved, S-GE reserves the right to review the agenda and costs and reformulate a proposal to the interested companies.

### Cancellation terms

Cancellation requests must be sent by e-Mail to Mr. Bruno Aloï at [baloi@s-ge.com](mailto:baloi@s-ge.com).

Cancellations made 4 or more weeks before the venue date are subject to a cancellation fee of 50%

Cancellations made less than 4 weeks before the venue date are subject to a cancellation fee of 100%

## CONTACT



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## Annex: Special Offer Trade Fair Services

### **Make the best out of your AGRISHOW visit!**

Switzerland Global Enterprise (S-GE) offers additional, trade fair tailor made services to improve the outcome of your presence at AGRISHOW during April 2022.

Be ready and fully prepared on time and add now pre-, onsite or after-show support to your participation.

Do you have additional or other requirements? Profit from our free consulting meetings and our full range of services to support your internationalization:  
([www.s-ge.com/exporthelp](http://www.s-ge.com/exporthelp)).

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### **Market Spot (Market Flash “Light”)**

Do you have open questions in view of your market understanding?

We check on your questions with key industry players, opinion leaders, trade associations or experts in the region.

- ✓ 3 – 4 questions per expert / interview
- ✓ 2 – 3 expert interviews
- ✓ Short summary of findings (approx. 2-4 pages)

**EXCLUSIVE PRICE FOR S-GE GOLD MEMBERS:  
CHF 890. - (NON-MEMBERS 1'050.-)**

Delivery time: 2-3 weeks

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### **Partner / Customer Search (Short List)**

Are you looking for business contacts?

We evaluate contacts for you whether these are possible distribution partners, experts, customers or others, from the universe of contacts participating at the trade show.

- ✓ 2-3 best suitable contacts (based upon short profile filled out by the Swiss company)
- ✓ Contact data contain full address and contact person
- ✓ Short description of business contact and summary of the screening conversation with the Swiss Business Hub Brazil team
- ✓ Arrangement of meeting at trade fair or in town

**EXCLUSIVE PRICE FOR S-GE GOLD MEMBERS:  
CHF 1'700. - (NON-MEMBERS 2'000.-)**

Delivery time: 4-5 weeks

**IMPORTANT:** This service must be hired minimum 5 weeks prior to the trade show.



## Annex: Special Offer Trade Fair Services

### ----- **Business Meeting Organization at AGRISHOW**

Do you have identified contacts at the trade show with whom you could not yet arrange a meeting?

We take care of this.

- ✓ Arrangement of the meeting at the trade show (official invitation on behalf of the Swiss Consulate)
- ✓ Participation in the meeting for coordination and support with business culture aspects and translation, if necessary
- ✓ Minutes of the meeting prepared by the Swiss Business Hub Brazil

**EXCLUSIVE PRICE FOR S-GE GOLD MEMBERS:  
CHF 255. - (NON-MEMBERS 300.-)**

Delivery time: 2-3 weeks

### ----- **Business Partner Verification**

Have you met a company and you would like to have more background information?

We support you in this investigation.

- ✓ Verification of 1 company (registration in local trade registry)
- ✓ Verification of 1 – 2 references (if possible)

**EXCLUSIVE PRICE FOR S-GE GOLD MEMBERS:  
CHF 500. - (NON-MEMBERS 600.-)**

Delivery time: 2-3 weeks

### **Payment**

- ✓ 50% down payment due immediately upon receipt of order confirmation.
- ✓ 50% balance 30 days net from the final invoice date.

### **Prices**

- ✓ excl. VAT; Prices are subject to change.

### **Confidentiality**

- ✓ S-GE guarantees that it will handle all documents and information received from its clients for the purposes of executing its project in strict confidence.

The undersigned company confirms that it has read and accepted the General Terms and Conditions of S-GE, which are published and can be viewed at [www.s-ge.com/terms](http://www.s-ge.com/terms). The undersigned company acknowledges that the aforementioned General Terms and Conditions are an integral part of this project.

## Terms & Conditions

# ANNEX: SPECIAL OFFER TRADE FAIR SERVICES

## Offer Confirmation: Trade Fair Services

### Module(s) Chosen

- Market Spot (Market Flash “Light”)
- Partner / Customer Search (Short List)
- Business Meeting Organization
- Business Partner Verification

### Place / Date

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### Stamp / Signature

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### Please return to:

Mr. Bruno Aloï  
S-GE Senior Consultant  
[baloi@s-ge.com](mailto:baloi@s-ge.com)

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