

CROP

INNOVATION
& BUSINESS

**CropIB
2025
ASIA**

**Crop Innovation & Business Asia
2025
(CropIB Asia 2025)**

January 5-7, 2025
Sanya China



Conference Overview

The International Crop Innovation & Business Conference (referred to as "CropIB") is a global event targeting executives, entrepreneurs, startups, leading scientists, and financial experts in the agricultural and biotechnology sectors. This conference serves as an efficient platform for exchanging and collaborating on new technologies, commercial applications, and partnership opportunities in the field of genomics within agriculture and biotechnology. Over the years, CropIB has grown to become one of the most influential conferences in Europe for agricultural innovation and business collaboration.

The inaugural International Crop Innovation & Business Asia 2025 will be held from January 5-7, 2025, in Sanya, China. The theme of this year's event is "Next-Generation Crops for Future Human Health and Agricultural Sustainability," and will feature a wide range of activities including an opening ceremony, keynote forums, parallel sessions, startup pitch events, exhibitions, and business matchmaking opportunities.

This conference is jointly organized by the conference brand holder KeyGene and Sanya Yazhou Bay Innovation Research Co. Ltd, with strong support from the Sanya Yazhou Bay Science and Technology City.



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Organizers and Supporters



KeyGene, founded in 1989, is a renowned plant breeding agricultural biotechnology company headquartered in Wageningen, the Netherlands. The company specializes in improving traits of vegetables, fruits, ornamental plants, and industrial field crops through innovative breeding technologies. KeyGene possesses several cutting-edge laboratory platforms, such as next-generation sequencing platforms, greenhouses, and tissue culture facilities. Since 2005, the company has secured 10 to 15 patents annually, with 80 patents obtained in 2015 alone. To date, KeyGene has filed over 500 patents for 70 inventions. Additionally, KeyGene is the initiator and organizer of the International Crop Innovation & Business Conference, which has successfully hosted 12 editions, demonstrating its extensive experience in organizing such events.



Sanya Yazhou Bay Innovation Research Co. Ltd., a subsidiary of the Sanya Yazhou Bay Sci-tech City Administration Bureau, was established in 2020. The company is committed to becoming a comprehensive service provider for the seed breeding and deep-sea industries in Yazhou Bay Sci-tech City, building a full-industry chain service system and a seed industry CRO ecosystem. Centered on the two national strategic areas of "deep-sea" and "seed breeding" within the Sci-tech City, the company promotes key project construction and facilitates the deep integration of project chains, industrial chains, and service chains.

Organizer

Supporter

Organizer



Sanya Yazhou Bay Sci-tech City Administration Bureau is a statutory institution established by the Sanya Municipal Government under the model of "statutory institution + market-oriented operation." It is responsible for organizing and implementing the development, construction, operation, management, and comprehensive coordination of Yazhou Bay Sci-tech City. By leveraging the dual advantages of government and market in resource allocation, the bureau promotes the development and construction of the Sci-tech City to achieve mutually beneficial cooperation.

As one of the key parks in the construction of the Hainan Free Trade Port, Sanya Yazhou Bay Sci-tech City continues to capitalize on its policy and industrial advantages, contributing to the development of the 'Nanfan Silicon Valley' and driving the creation of an internationally renowned innovation hub for the Free Trade Port.

Since its establishment, the Sanya Yazhou Bay Sci-tech City Administration Bureau has achieved significant success in promoting international cooperation in the seed industry. It has reached strategic cooperation agreements with international industry associations such as the China Seed Association and the Asia and Pacific Seed Association and has organized a series of international conferences and forums. Additionally, through investment promotion efforts, it has attracted domestic and international innovators to settle in Yazhou Bay Sci-tech City. The bureau is also actively pursuing international collaboration in the fields of germplasm resources and scientific research, fostering innovation and commercialization in the seed industry.



Sponsorship Invitation

We sincerely invite your organization to become a sponsorship partner of the Crop Innovation & Business Asia 2025.

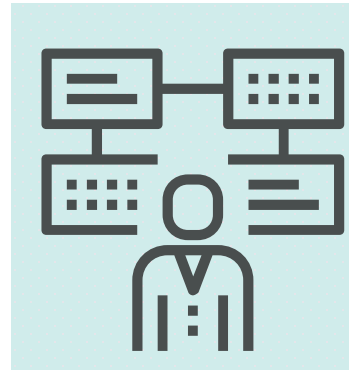
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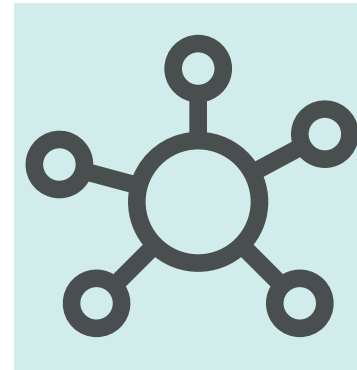
**Enhance
Brand Awareness**



**Expand
Business Opportunities**



**Showcase Innovative
Achievements**



Gain Industry Insights

We offer a variety of sponsorship opportunities tailored to meet your specific needs. If you are interested in sponsorship, please feel free to contact us to receive detailed collaboration options. We look forward to working with you to drive innovation and development in the agriculture and biotechnology sectors!



Sponsorship Invitation

Platinum Sponsorship (€ 26,000)

- Exclusive naming rights
- Opportunity for a speech
- Joint press release
- Exclusive brand display area at the event (72m²)
- Prime advertising space at the event
- Prominent brand exposure on the event website, social media, and promotional materials

Gold Sponsorship (€ 16,000)

- Sponsorship of a breakout
- Opportunity for a sub-forum speech
- Core display area at the event (36m²)
- Prime advertising space at the event
- Brand exposure on the event website and promotional materials

Silver Sponsorship (€ 8,000)

- Sponsorship of a breakout session
- Standard display area at the event (18m²)
- Secondary advertising space at the event
- Brand exposure on the event website and some promotional materials

Bronze Sponsorship (€ 4,000)

- Standard display area at the event (9m²)
- Secondary advertising space at the event
- Brand exposure on the event website and some promotional materials



Call for Agricultural New Varieties Exhibition

To further promote innovation and development in tropical agriculture, the conference will feature a showcase of new agricultural varieties. The exhibition will take place at the Sanya Nanshan Agricultural New Varieties Demonstration Base, located in the Sanya Yazhou Bay Science and Technology City. This base offers a prime geographic location and unique climate conditions, making it an ideal platform for agricultural technology exchange, cooperation, and promotion for both domestic and international participants.

We are now inviting submissions from domestic and international seed-related research institutions and companies to exhibit their new agricultural varieties at the conference.

Overview of the Exhibition Base

The Sanya Nanshan Agricultural New Varieties Demonstration Base is a modern agricultural platform focused on showcasing superior varieties of rice, corn, and high-quality fruits and vegetables. The base serves multiple functions, including demonstrating planting techniques, high-standard farmland construction, promoting new varieties, and offering educational outreach. It has successfully hosted several high-profile events such as the International Seed Scientist Conference and the China Seed Conference Field Exhibition, making it a flagship site for the display and promotion of new agricultural varieties.

Located in Sanya Yazhou Bay, the base is in close proximity to Nanshan Temple, Daxiao Dongtian Scenic Area, and Yazhou Bay Science and Technology City. The area's tropical monsoon climate provides ideal natural conditions for the growth of tropical crops. Additionally, the base benefits from the more than 10 million annual tourists visiting nearby attractions, offering unique advantages in public education and the promotion of new varieties.





Call for Agricultural New Varieties Exhibition

Seed Collection Scope and Requirements

We are now collecting high-quality varieties of rice, corn, vegetables, and other crops that are well-suited to Sanya's climate and possess excellent traits from agricultural research institutions and companies. The demonstration base will provide each participating unit with a planting display area ranging from 0.5 to 3 mu (approximately 333 to 2,000 square meters). The seed requirement for each variety is around 10 to 20 kilograms, and submissions must include a description of the variety's characteristics along with colored photos.

Exhibition Format and Fees

The demonstration base will provide standardized land, agricultural facilities, and field production management services. The exhibition fee for each variety is 2,000 RMB per variety per quarter. The final fee will be based on the exhibition service contract. The demonstration activities will be promoted in conjunction with the China Crop Innovation & Business Conference, routine research exchange activities, and other international conferences.





Register Now

Complete the simple registration process and secure your seat for the conference!

Crop Innovation & Business Asia 2025

Date: January 5-7, 2025

Venue: Sanya, Hainan, China

The registration will open in October.

Registration Fees (Accommodation not included) :

Type	Price (€)	Price (\$)
Full ticket	500	550
One day ticket	210	235
Early bird full ticket	450	500
Academics	260	280
Students	260	280

For more information, please visit <https://www.cropib.com/>



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We sincerely look forward to your arrival!
Thank you!