



Crop Protection China News



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China is ready for more advanced technology, quality crop protection products and investment

Crop Protection China News brings you the latest information on new company dynamics, new legislations and policies, new market trends, new area dynamics

China is a big pesticide consumer in the world. As one of the biggest agricultural countries in the world, China maintains its grain planting area of over 120 million hectares each year, which becomes the rigid support for huge domestic pesticide demand. Its total pesticide demand has been over 300,000 tonnes (counted by 100% a.i.) each year.

China is also the key pesticide producer in the world. Its production capacity has obviously increased in recent years, with over 2 million tonnes (counted by 100% a.i.) in 2009.

China's key role in international pesticide industry has drawn more and more attention in the world, especially when China crop protection industry has entered a phase of rapid development and transform.

With Chinese government to soon release the 'Pesticide Industry Policy' and 'Pesticide Production Entrance Conditions', an intensive integration of China's pesticide industry has just started, which creates many cooperation chances for those companies that are ambitious to capture larger market share in China.

On the way toward further development, China also attaches great importance to environmental reservation and has banned some high toxic and high-residue pesticides, which has changed both domestic agrochemical demand and production structure. Banned pesticides have left large market gap, which thus brings great commercial opportunities for those environmentally friendly varieties with low toxicity and high efficiency.

Meanwhile, China also makes efforts in improvement of seeds quality and other bio-chemical technologies to ensure food safety and enhance the quality of crop protection products. China has announced to invest USD2.9 billion in R&D of GM crops in the next 15 years, and issued safety certificates to some domestically developed GM rice and corn strains, indicating a further changes in China's crop structure and pesticide demand in the future.

Knowing companies' current dynamics and market situation will help identify commercial opportunities in China's market. In addition, a close watch of government policies and regional dynamics will surely help any buyer make wise decisions.

WHAT WE OFFER:

- In-depth profiles of crop protection companies exploiting Chinese and international market
- Exclusive analysis on how new legislations will influence China's crop protection market
- How requirements from farmers, diseases, and pests are influencing the Chinese market
- Advanced technology, new crop protection products and formulations that China is pursuing
- Breaking news on joint ventures and foreign-owned enterprises
- Corporations, merges, and acquisitions between Chinese crop protection companies
- Market price dynamics, causal analysis and trend forecast
- New plants and line openings, closings, and expansions
- Up-to-date information on manufacturing challenges and industry standards about residue and toxicity in China
- Analysis of the impact of new crop protection guidelines and legislations

REASONS TO SUBSCRIBE:

- Identify new business opportunities in China – where and when YOU should invest
- Know what technology, and crop protection products China is prepared and excited for
- Find out where the Chinese crop protection market will go next and how your business can get involved
- Gain vital business intelligence from outside of China to get ahead of the competition
- Keep track of your competitor's actions
- Sales and marketing deals from comprehensive coverage of deals completed in China
- Gain insight into the latest market trends and market data for crop protection in China



MAIN CONTENTS

■ Company & Area Dynamics

- **Report** the latest news about crop protection companies in China, including business situation, marketing strategies, launch of new production line, new product, new technology, company expansion, merger & acquisition and cooperation, etc.
- **Exclusive analysis** of the driving forces behind the news, such as market demand & supply, company advantages & disadvantages, its impact on the industry, policy guidance, and so on.
- **Company strategies** to achieve its goals and explore the crop protection market both domestically and internationally, how and when.

■ Market Dynamics

- **The latest events occurred** in crop protection markets, like new industry bases, pesticide supply & demand, price analysis, etc.
- **Forces driving** the event, including market demand, raw material supply, end-users' consumption habit, crops' planting area, stricken area by pests, environmental protection, etc.
- **Responses, strategies and actions** from companies, experts and associations.
- **Current situation and Detailed market trend** of the event.

■ Policy and Legislation

- **Introduction** of new policy and legislation affecting domestic crop protection companies.

- **Impact** of the legislation on the crop protection industry, supply and demand, export and import, crop planting, crop protection method, etc.
- **Viewpoints** of companies, associations, experts and growers.
- **Companies strategies** to respond to the legislation and figure out legislation's future impact on the industry.

■ Crops

- **Report** of the latest situation of crops' planting area, yield, crops being planted, planting structure in China or China's key provinces; additionally, price of China's main crop will be updated, like table 1.
- **Exclusive analysis** of Chinese crop's impact on crop protection industry, including its major pests, major pesticide demand, yield, growers' purchasing tendency, etc.
- **Figure out** crop's total demand for pesticide, popular crop protection methods, what Chinese growers starving for, and crop planting trend.

■ Pests and Diseases

- **Introduce** pests' stricken area, main pests' occurrence regularity and trend in China.
- **Figure out** its demand for pesticide, common used pesticides, popular control strategies, peak sale season of related pesticide, even related pesticide's supply situation, etc.
- **Companies strategies** to take advantage of the market.

Average market price of main crops in China (15 Jan. 2010)

Crops	15-Jan		31 Dec, 2009		Jan, 2009	
	USD/t	RMB/t	USD/t	RMB/t	USD/t	RMB/t
Wheat	292	1,997	297	2,026	253	1,730
Corn	255	1,744	258	1,759	211	1,440
Soybean(oil)	580	3,962	556	3,800	504	3,450
Soybean(food)	659	4,500	644	4,400	658	4,500
Peanut	1,171	8,000	1,142	7,800	795	5,440
Indica rice	442	3,020	436	2,980	413	2,824
Japonica Rice	470	3,210	463	3,160	398	2,720
Rapeseed	578	3,950	608	4,150	556	3,800
Broomcorn	307	2,100	293	2,000	269	1,840

Source: CCM International



CCM METHODOLOGY:

- **Telephone interview**

Establish long-term, positive relationships with domestic companies including producers, traders, and end-users.

- **Face-to-face interview**

Meet with consulting companies, associations, or experts to gain more useful information and make exclusive and in-depth analyses.

- **Database**

CCM will buy the necessary data from CIQ, Agricultural Bureau, plant protection station, associations and other organizations to create a crop protection database with information about exports, imports, output, consumption, technology information, and planting and registration situation in recent years.

- **Internet**

Register to be a member of some established, well-known websites to learn about new companies, current crop protection events, new policies, and the situation with diseases and pests.

- **Expert consulting**

Establish long-term relationships with crop protection managers, crop protection/agriculture experts via payment or information exchanges, and they would termly contribute useful comments and information to CCM.

- **Exhibition**

Attend some exhibitions to gather updated information on new line openings, new technologies, new equipment launches, new company development and other breakthroughs.

- **Investigation**

CCM will investigate into companies, retailers, governments, farmers or experts to analyze the different trends of the crop protection market and its current habits.

- **Third party assistance**

CCM will consult various information sources such as industrial associations, local statistics and China Customs.

- **Questionnaires**

CCM will carry out extensive questionnaire investigations, especially with key players, end users, to get market information of this industry.

- **Solicit contributions**

CCM will invite experts that are professional in agrochemical industry to have their comments and solicit manuscripts from them.

WHO SHOULD SUBSCRIBE?

- **Companies and research institutes** to transfer its advanced technology and new quality crop protection products
- **Companies** with the intention of developing in China to cooperate with domestic crop protection companies
- **Crop protection products producers** targeting the Chinese crop protection market or looking to increase their presence or change their strategies for a specific region
- **Crop protection products end-users** looking to outsource from China
- **Raw material suppliers of crop protection products** targeting the Chinese crop protection industry
- **Laboratory and academic institutes** targeting Chinese crop protection products effective components and formulas.
- **Analysts and consultants** trying to gain insight into the world's fast-growing market of crop protection

Other CCM Newsletters:

- Herbicides China News
- Glyphosate China News
- Insecticides China News
- Fungicides China News
- Corn Products China News
- Dairy Products China News
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Fax: +86-20-37616968
E-mail: econtact@cnchemicals.com

CCM International Limited

Address: 17th Floor, Huihua Commercial & Trade Building, No.80 Xianlie Zhong Road
Guangzhou, 510070, P.R. China

Tel: +86-20-37616606

Fax: +86-20-37616968

E-mail: econtact@cnchemical.com

Website: www.cnchemicals.com