

For Immediate Release

***AgriBusiness Global* Trade Summit Hosts Annual Sourcing Event Amid Supply and Market Uncertainties**

The largest global sourcing event in the Americas is set to create clarity around multiple short-term and long-term disruptions

March 13, 2020 | Willoughby, OH, USA — Now in its 14th year, the [AgriBusiness Global Trade Summit](#) – August 18-20 at Seminole Hard Rock Hotel & Casino in Hollywood, Florida – has grown into a must-attend event for agriculture input manufacturers and distributors from 50+ countries. This year, the event will be more important than ever as buyers and sellers work to overcome backlogged logistics in China and the possible supply disruptions that could follow.

This Show is Open: *We will continue to monitor the situation with coronavirus closely to ensure we keep attendee safety as the priority while providing a venue that nurtures international trade, commerce, and economies for the future. We will be forthright in our planning and decision-making, using guidance from Local, State and National authorities. For clarity, we have updated our attendee and exhibitor policies to offer flexibility for your business needs and decision-making process.*

Disruption is already a pervasive theme for traditional crop protection products and fertilizers as agriculture systems address incremental production shifts driven by climate change, shifting consumer demands, consolidation, digital farming, ecommerce, and new products that include protective plant coatings, biological products, and novel application methods.

This year's theme ***Finding Opportunity in Disruption*** will address these influences and others as they arise, including supply disturbances of raw materials and active ingredients that originate in China. Additional logistical disruptions could also impact affected countries.

Conference highlights include:

- Mitigation strategies to overcome disruption
- Global cropping trends, supply, and demand for crop protection and plant health products
- Precision farming's influence on variable-rate application methods
- Consolidation, deglobalization, and new sourcing paradigms
- Novel formulations for drift reduction and UAV application
- Trade and regulatory updates

Plus, attend extensive networking opportunities and get meeting support from our app that will help you connect with attendees and set meetings.

“The [Trade Summit](#) has always been focused on pragmatic meetings that result in contacts, contracts, and new opportunities to secure your supply chain, and those things have never been more important,” says Eric Davis, Group Director of Meister Media’s AgriBusiness Group. “We expect robust activity among buyers and suppliers as the industry continues to look for new strategic solutions.”

Who should attend:

- Manufacturing companies, including multinational companies
- Trading houses and import/exporters
- Distributors of agriculture products, multinational, regional, and national
- White-label retailers
- Allied industry

This year’s event is expecting 115+ manufacturer exhibitors and 400+ companies in various parts of the value chain from more than 50 countries.

For exhibitions and sponsorship opportunities, contact Business Director [Rebecca Bartels](#).

Contact Program Chair [David Frabotta](#) for program inquiries.

Contact Show Director [Katie Smith](#) regarding attendee and general inquiries.

About the Organizers

[AgriBusiness_GlobalSM](#) is a leading business media brand with a mission to link buyers and sellers of crop inputs. It organizes conferences and tradeshows, including the [AgriBusiness GlobalSM Trade Summit](#), a global sourcing event for crop protection and plant health products. Its core audience works in the upstream value chain as manufacturing companies, export and trading companies, importers, and distributors at the national level. The Trade Summit began in 2006 and has held events in Canada, Mexico, U.S., South Africa, Tanzania, Kenya, Ghana, Malaysia, Indonesia, and Istanbul.

About Meister Media Worldwide

[Meister Media Worldwide](#), parent company to *AgriBusiness Global*, offers business solutions designed to cultivate a sustainable world through the power of knowledge. It accomplishes this through a host of integrated print, digital and data product offerings, and a variety of in-person events with a singular focus: to further specialized agriculture globally. In addition, its business services division utilizes Meister Media’s wealth of knowledge, combined with the latest technology, to develop strategic business services from concept planning through development and delivery. An industry leader, Meister Media’s mission is to be your trusted partner, empowering the business of global agriculture to grow a better world. With headquarters in Willoughby, Ohio, Meister Media Worldwide was founded in 1932 and operates out of offices throughout the United States and around the world.

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