Hosting Sponsor

Platinum, Gold & Silvers Sponsors

Opportunities available

West meets East
Asian dairies: Standing on locally, thinking of globally

25th IFCN Dairy Conference 2024, June 29th – July 2nd, Obihiro, Japan
Why this Topic?

- Promotion of East Asian dairy (Japan, South Korea, Vietnam, China, Indonesia etc.) to the Dairy Researchers from more than 100 countries worldwide and to the more than 140 international companies and institutions.

- East Asia / Southeast Asia shall be covering more than 50% of the global dairy consumption till 2050 due to IFCN Outlook. It is important to explore the Asian consumer patterns, dairy industry structure but also the regional milk production systems.

- Overview of the regional challenges and opportunities for the dairy sector in Asia in connection with the global dairy situation will allow for better understanding of future cooperation and investment possibilities for all world dairy stakeholders.

West meets East
Asian dairies: Standing on locally, thinking of globally

25th IFCN Dairy Conference 2024, June 29th – July 2nd, Obihiro, Japan
Location 2024 – Obihiro, Japan

- The city Obihiro is located in Japan’s largest and northernmost prefecture, the island of Hokkaido.
- The majority of Japan’s domestically produced dairy comes from the Hokkaido prefecture, the primary dairy region. Half of the domestic produced milk originates from Hokkaido, as well as 90% of the cheese.
- International Flights are arriving via Tokyo Haneda switching for a domestic flight to Obihiro airport.
The IFCN Event

The three pillars approach

1. Field Trip Day
   Visit at state-of-the-art farm/factory

2. Dairy World Status & Outlook Day
   Marks the opening of the conference and presentation of IFCN results on the status of the dairy world as well as the Highlights of the long-term vision for the sector with the possible outlook for the next 10 years

3. Special Topic Day
   Highlighting the Special Topic and presentations and workshops from the content matter experts
## EVENT AGENDA

### Sunday
- Field Trip

### Monday
**IFCN Dairy Outlook Day**

**Opening**
- IFCN: Status of the network
  - Host: Welcome to Japan

**Status of the dairy World**
- Host: Introduction to japanese dairy
- IFCN: Status of the dairy World
  - East vs. West – benchmarking and comparisons
- IFCN: Status of farming in last years

**Panel**:
- What is driving current dairy markets?

**IFCN Outlook**
- IFCN: Short Term Outlook – global level
- IFCN: Long Term Outlook – global level

**Researcher Panel**:
- Future Challenges & Opportunities around the World

### Tuesday - Public
**IFCN Special Topic Day**

**Opening**
- IFCN: Framework of today

**Dairy in Japan**
- Presentation of japanese Farmer
- Presentation of japanese Processor

**Panel**:
- What are the main challenges in Japan?

**Status & Future of Asia**
- IFCN: Status & Future of asian market

**Open Sponsor Presentations**

**Panel**:
- West meets East

**Open Sponsor Seats**

**Networking at a typical japanese pub**

**Welcome Evening**

**Farewell Party**

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Sunday: Field Trip

Monday: IFCN Dairy Outlook Day

- Opening
- Status of the dairy World
- IFCN Outlook
- Researcher Panel

Tuesday - Public: IFCN Special Topic Day

- Opening
- Dairy in Japan
- Status & Future of Asia

02/02/2024
Better understanding of the Dairy World
IFCN shares its latest research and data on global dairy trends and drivers to its partners. Our benchmarked data make it easy to compare dairy sector development across the globe.

Networking with the peers
Professionals and peers across the dairy sector join the excellent event

Learn and share
The conference provides an environment of trust, learning and sharing via icebreaking sessions and workshops.

Platform for precompetitive discussion and ideas
Conference participants stick to the strict discussion guidelines and share and discuss ideas in precompetitive areas.
Meet dairy experts and researchers from across the globe and discuss about latest developments and actions.

Get a better understanding of the national dairy market in a global context and the latest analysis of recent developments in the dairy world.

01 Grow your expertise
Learn more about this year’s special topic and get exclusive insights from experts all over the world. Get to know more about their views and us providing further insights and expert opinions.

02 Networking and knowledge exchange
Meet dairy experts and researchers from across the globe and discuss about latest developments and actions.

03 Data and international perspective
Get a better understanding of the national dairy market in a global context and the latest analysis of recent developments in the dairy world.

Take the Lead
The dairy world comes together - researchers and institutions from all over the world meet under the banner of IFCN to discuss and evaluate the latest developments. To identify the challenges and opportunities of the future and form an active and world-leading network.
The IFCN – International Farm Comparison Network – started in 2000 with basic analytics. Step by step the knowledge bases are deepened and widened every year. The knowledge is created via a network of dairy researchers from over 90 countries. The data and knowledge are managed by the IFCN Dairy Research Center staff. The IFCN Economic Models and standards ensure comparability between countries and provide a global picture.
01 Influence
Take the opportunity to influence the design of the conference topic and program.

02 Networking
Being under the same roof and engaging with hundreds of peers offers greater return on investment in the first place.

03 Audience Insights
Learn and gain from the experience of experts present at the conference. Have access to the post-event reports.

04 Visibility
Generate awareness around your brand and get additional exposure through our network. Also being a less intrusive form of marketing enables event sponsorship to create trust between companies.

Become a Sponsor
Take the Lead
# SPONSORSHIPS

Be part of the Dairy Conference and get exclusive insights in the **IFCN researcher network**. Position yourself and your company for the future with this unique opportunity.

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<th>PLATINUM</th>
<th>GOLD</th>
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<tr>
<td>4 seats live</td>
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<td>Social Media Promotion</td>
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<td>Presentation at Special Topic Day</td>
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<tr>
<td>€ 10.000</td>
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01 Influence
- Presentation at Special Topic Day
- Participation at panel discussion on Special Topic Day

02 Networking
- 4 seats live

03 Live Visibility
- Company Name and logo on all conference materials
- Promotion stand at the event venue
- Streaming of company videos during the conference breaks

04 Digital Visibility
- Endorsement as a sponsor on social media and IFCN website
- Visibility as event sponsor in the IFCN Dairy report
- Visibility in press & publicity work
- Access to presentations and post-event materials
- Promotion of conference related company video on social media

PLATINUM Sponsorship
€ 10,000
01 Networking
• 2 seats live

02 Live Visibility
• Company Name and logo on all conference materials
• Promotion stand at the conference venue
• Streaming of company videos during the conference breaks

03 Digital Visibility
• Endorsement as a sponsor on social media and IFCN website
• Visibility as event sponsor in the IFCN Dairy report
• Visibility in press & publicity work
• Access to presentations and post-event materials
• Promotion of conference related company video on social media

GOLD Sponsorship
€ 3.500
01 Networking
• 1 seat live

02 Live Visibility
• Company Name and logo on all conference materials

03 Digital Visibility
• Endorsement as a sponsor on social media and IFCN website
• Visibility as event sponsor in the IFCN Dairy report
• Visibility in press & publicity work
• Access to presentations and post-event materials
The IFCN Social Media Visibility

LinkedIn event & event announcement

We welcome more ideas!

Event program

Hello!

‟Welcome sponsor‟ post with your material/text

Your video

+ your company will be mentioned on several IFCN posts
For further information about the SPONSORSHIPS at IFCN Dairy Conference 2024, please contact us using the contact data provided below:

📞 +49 431 / 530 240 36
✉️ AMELIE.KOELBL@IFCNDAIRY.ORG