



IFCN

Dairy Data · Knowledge · Inspiration

Hosting Sponsor



Platinum, Gold & Silvers Sponsors



Opportunities available



West meets East Asian dairies: Standing locally, thinking 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 locally, thinking 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.

Japan





IFCN

Dairy Data · Knowledge · Inspiration

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



100

Researchers in the network

80

Countries represented

EVENT AGENDA

Sunday
Field Trip

Experience Japanese
dairy system

Welcome Evening

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 Presentations

Researcher Panel:

Future Challenges & Opportunities around the World

Networking at a typical Japanese pub

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

Farewell Party



01 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.

02 Networking with the peers

Professionals and peers across the dairy sector join the excellent event

03 Learn and share

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

04 Platform for precompetitive discussion and ideas

Conference participants stick to the strict discussion guidelines and share and discuss ideas in precompetitive areas.



EVENT OBJECTIVES

Why IFCN Dairy Conference Matters

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.

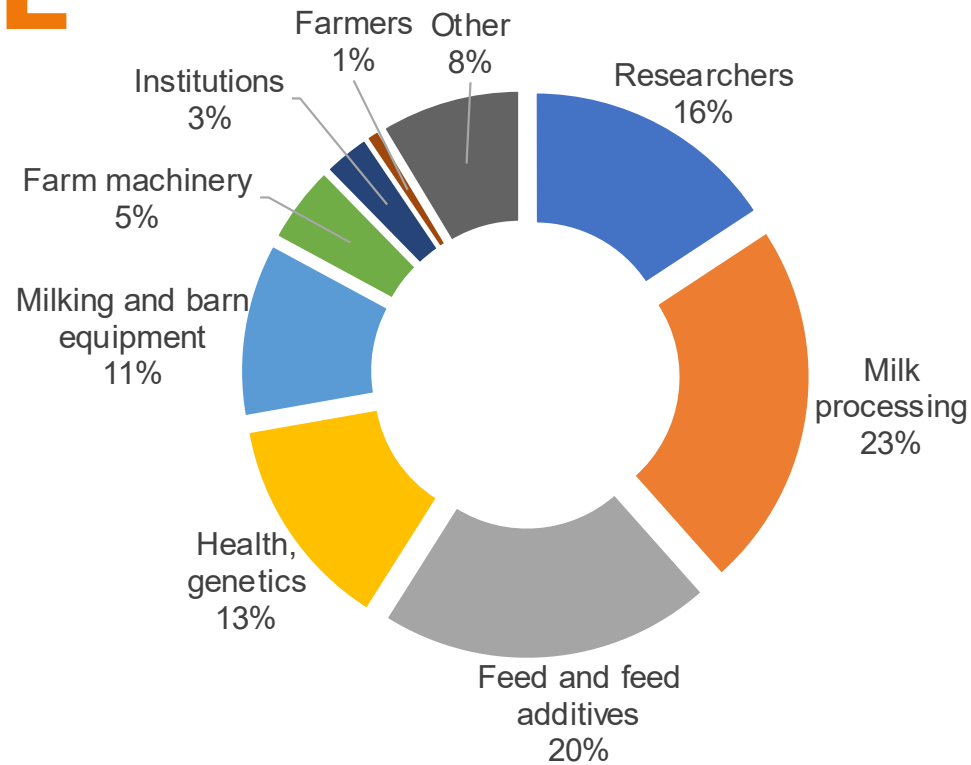


Take the Lead



WHO IS WITH US AT DAIRY CONFERENCE

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.



>1000

Registrations

>65

Countries

Together we can lead the dairy world into the future

IFCN RESEARCHERS ARE THE BACKBONE OF THE IFCN KNOWLEDGE



IFCN
Dairy Data · Knowledge · Inspiration

How does IFCN operate?

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.

Armenia: Vardan Unulyan; Austria: Leopold Kirner, Gerhard Gehlertner; Australia: Helen Quinn; Belarus: Svitlana Takun; Belgium: Erwin Wauters; Bhutan: Dr. M. P. Tshering; Cameroon: Henri Bayemi; China: Zhao Hengxin; Colombia: Enrique Ortega; France: Jean-Marc Chaumont; Japan: Jun Orihara; Latvia: Agnese Krievina; Malaysia: Dr. Norharian Mohd Nor; Moldova: Eugenia Lucascenco; Hungary: Dániel Mándi-Nagy; New Zealand: Matthew Newman; Philippines: Marica A. Briones; Russian Federation (Northwest Research Institute): Mikhail Ponomarev, Julia Nikulina; Sri Lanka: Achala Samarasinghe; Switzerland: Pierick Jan; Turkey: Selçuk Akkaya; Ukraine: Yana Muzychenko, Volodymyr Andriets; Uruguay: Ana Pedemonte; USA: Marín Bozic; Venezuela: Luis A. Rosendo; Zimbabwe: Rob Jansen-van Vuuren, Admore Waniva

IFCN HELPS ITS PARTNER COMPANIES TO IMPROVE THEIR MARKET INTELLIGENCE AND MAKE BETTER DECISIONS



Milk Processing



Milking and Barn Equipment



Feed and Feed Additives



Health and Hygiene



Farm Machinery



Milk Processing and Packaging Technologies



Finance Institutions



Agriculture Technology Companies



Genetics for Animals & Plants



Dairy Farming



Consulting and other Companies





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.

PLATINUM

- 4 seats live
- Social Media Promotion
- Event Branding
- Presentation at Special Topic Day
- Panel Seat
- Logo Positioning

€ 10.000

GOLD

- 2 seats live
- Social Media Promotion
- Event Branding
- Promotion stand at the conference
- Logo Positioning

€ 3.500

SILVER

- 1 seat live
- Social Media Promotion
- Event Branding
- Logo Positioning
-
-

€ 1.500





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



SILVER Sponsorship

€ 1.500

The IFCN Social Media Visibility

LinkedIn event & event announcement

We welcome more ideas!

Event program

„Welcome sponsor“ post with your material/text

Your video

+ your company will be mentioned on several IFCN posts



HOW TO CONTACT US

IFCN

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

[Data Protection](#) | [Terms of Service](#)