Growing Agribusiness in China: Scaling Up and Staying Fresh
November 1-3, 2013
Sponsorship Opportunities

Sponsorship of Growing Agribusiness in China: Scaling Up and Staying Fresh offers recognition, visibility and the opportunity to network with over 100 CEOs and senior executives of key agribusiness companies in China. This program will provide a forum for the sponsor to meet potential partners and initiate dialogue for sales of products and services. Designated representatives of the sponsor will also have the opportunity to learn firsthand about the current market in China and its future potential.

THE SYMPOSIUM SERIES
Throughout China today, the food/agricultural industry is being pushed to transform its traditional farming and food processing businesses into modern, large-scale, industrial operations that require alternative managerial expertise. Many CEOs are seeking to build their business acumen by learning how to scale up their businesses to meet the growing demand for their food and agricultural products. By relying on living case studies and real business contexts, each program in the series will focus on particular managerial techniques that have generated success in specific agribusiness sectors. The end result will be to guide participants in how they can apply those techniques to their personal business context.

FIRST PROGRAM-GROWING AGRIBUSINESS IN CHINA: SCALING UP AND STAYING FRESH
In November 2013, the UC Davis Graduate School of Management Executive Education will host Charles Sweat, CEO of Earthbound Farm who will tell the story of how Earthbound Farm grew from being a family owned business with two acres to an international success in organic farming.

The case will cover details of how the owners selected their site and determined the best crops to grow; how they financed their business; how they added mechanization to grow their business; how they dealt with a significant food safety issue that almost closed the company; and how the business was saved and transformed to focus on the organic produce sector today.

In addition to senior executives from Earthbound Farm, the participants will be interfacing with faculty from leading agriculture institutions and other industry practitioners who will lead discussions on related topics and provide practical insights about how to apply the lessons learned to one’s own business.

THE AUDIENCE
Approximately 100 CEOs and senior executives of key agribusiness companies in China are anticipated to attend this program. The industries represented range from CEOs in the produce, dairy, pork and other farm sectors, distributors, grocery store chain operators, fertilizer companies, and marketing organizations that serve the growing agribusiness market in China.

GRADUATE SCHOOL OF MANAGEMENT
The Graduate School of Management is dedicated to prepare innovative leaders for global impact. In addition, the UC Davis College of Agriculture and Environmental Sciences is known for solving real-world problems in the agricultural, environmental, and human sciences to produce a better world, healthier lives, and an improved standard of living for everyone.

CHIC KNOWLEDGE CENTER OF EXCELLENCE (CKCE)
CKCE is the pre-eminent center of management and professional leadership development in China. Its mission is to leverage a mix of academic and business management and leadership training resources from around the world.
**SPONSORSHIP OPPORTUNITIES**  
**November 1-3, 2013**

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<thead>
<tr>
<th>Presenting Partner</th>
<th>Growing Agribusiness in China</th>
<th>Two Program Package 30% Discount</th>
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<tbody>
<tr>
<td>Gold</td>
<td>$20,000 (RMB 124,000)</td>
<td>$28,000 (RMB 173,600)</td>
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<tr>
<td>Silver</td>
<td>$10,000 (RMB 62,000)</td>
<td>$15,000 (RMB 93,000)</td>
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<tr>
<td>Bronze</td>
<td>$7,500 (RMB 46,500)</td>
<td>$12,000 (RMB 74,400)</td>
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<tr>
<td>Bronze</td>
<td>$5,000 (RMB 31,000)</td>
<td>$8,500 (RMB 52,700)</td>
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- Public recognition and opportunity for brief remarks during the program
- Two complimentary tickets to attend the program and participate in all activities
- Prominent recognition as the presenting partner throughout the program
- Exhibition space during the program
- Prominent company logo placed on program website, marketing materials, and at venue
- Access to VIP area for sponsors and presenters during the program
- Full-page written description of sponsor’s products and services in the program binder
- Receive a roster with contact details of program participants

For more information, please contact:

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