

Expert discussion in the framework of Eurotier 2016

“Livestock Farming in India - Perspectives, Challenges and Opportunities”

15 November 2016, from 09.30 to 12.00 hours, room 15/16, Convention Center, Exhibition
ground Hannover

(as of: 08.11.2016)

Organizers:

- German Agribusiness Alliance/ OAV - German Asia-Pacific Business Association
- DLG e.V.
- German Cattle Breeders Association (Arbeitsgemeinschaft Deutscher Rinderzüchter e.V.)

Accounting for nearly one fifth of global milk production, India is both the largest milk producer and consumer worldwide, with production growing at an annual rate of 4 %. In light of the general economic growth and the associated increase in income, the National Dairy Development Board (NDDB) anticipates a further increase in consumption, rising to 155 million tons in 2016-17 and 200 million tons in 2021-22. Also, meat consumption in India is rising by around 14 % annually. The Indian poultry industry has an enormous potential to serve as well the local as international markets. According to the United States Department of Agriculture, in 2015 India produced 3900 tonnes of broiler meat and according to India's Ministry of Commerce, in the financial year 2015 India exported poultry meat worth almost 12 million US-Dollars. And there is a reported developing demand for pork in some regions of the country.

These developments account for the enormous potential which lies in the Indian livestock production. The Indian government has taken up several schemes to support the further development of the sector, which shall be presented in the framework of the event. We invite business representatives and experts focusing on livestock production to engage in a dialogue and discuss how productivity of the sector can be improved as well as product quality can be enhanced, in order to unleash the potential of the sector in India.

Program:

- 9:30 Registration
- 10:00 Inaugural address
- Friedrich Wacker*, Director “International Cooperation and Global Food Policy”,
Federal Ministry of Food and Agriculture
Shri Shobhana K Pattanayak, Secretary, Ministry of Agriculture and Farmers
Welfare, Government of India
- 10:20 Official release of study “Farm Mechanization in India - The Custom Hiring
Perspective”
- 10:30 Discussion “*Perspectives, opportunities and challenges for the animal
husbandry sector in India*”
- Key note
Shri E. Ramesh Kumar, Joint Secretary, Department of Animal Husbandry,
Dairying and Fisheries, Ministry of Agriculture and Farmers Welfare,
Government of India
- Remarks
Sunjay Vuppuluri, Group Executive Vice President, Food & Agribusiness
Strategic, Advisory & Research, Yes Bank Limited
Cord Höltje, Managing Director, Masterrind GmbH
Dr. Satender Arya, CEO, Agriculture Skill Council of India
Hubertus Kuesters, Global Key Account Management, Claas Global Sales
GmbH
- Moderation: *Bernd Koch*, Managing Director, DLG International GmbH
- 11:50 Closing Remarks
- Dr. Bianca Lind*, Managing Director, German Cattle Breeders Association
(Arbeitsgemeinschaft Deutscher Rinderzüchter e.V.)
- 12:00 End