

Hosted by:



INTERNATIONAL CONFERENCE & EXHIBITION ON SHRIMP AQUACULTURE



**Sustainability & Global Market Share
on Shrimp Industry**

MAY 5 - 7, 2010 JAKARTA CONVENTION CENTER, INDONESIA

Organized by:

BIMATAMA INKA

**Letter of Invitation
From the Organizing Committee**

Dear colleagues and friends,

It is our great pleasure to invite you to participate in the International Conference & Exhibition on Shrimp Aquaculture (ICE-SA) 2010 in Jakarta. This conference and exhibition is hosted by the Indonesian Aquaculture Society, affiliate of the World Aquaculture Society. This will be the first international shrimp aquaculture conference & Exhibition for Indonesia. Participants attending the 3 day-conference and exhibition will see first hand the rapidly expanding shrimp aquaculture industry in Indonesia and other countries. ICE-SA 2010 will be an update forum for the stakeholders of shrimp aquaculture industry as it grows so fast as well as faced with the challenging issues e.g. global warming, production efficiency, traceability, food safety.

The theme of ICE-SA 2010 is "Sustainability and Global Market Share of Shrimp Aquaculture Industry". The event will provide a wonderful opportunity for all participants to exchange information among the shrimp industry players. Our hope is that with this event will bring new information to your hands and a fascinating exposition. ICE-SA 2010 is designed to be 'one stop event' to satisfy the need of approximately 1000 participants of different background (academic, scientists, business owners, traders, investors, consultants, advisors, technicians and specialized people from financial institutions, government agencies, and economists) The activities include: (1) Conference, (2) Business Forum, and (3) Exhibition. This makes ICE-SA 2010 an excellent opportunity to share views, experiences and broaden network. This event is also to strengthen the exchange of experiences among scientists/associations and industry, locally and internationally.

The conference will feature three concurrent session ranging aspects in (1) production system (management, technology), (2) breeding and genetics, and (3) nutrition and health for cultured shrimp commodity (marine shrimp, crabs, lobster, freshwater prawn). Business Forum is an opportunity to discuss the current issues of business development in shrimp aquaculture. All programs is open to all stakeholders involved in shrimp aquaculture.

The exhibition is a flat form to present ate technologies and I information in the recent development of shrimp aquaculture industry. So that we will set up the exhibition in such away to promote interactions in a relax atmosphere.

Finally, may we encourage you to participate in ICE-SA 2010 in ways suit you. We are pleased to mention that there are various packages of sponsorship with huge benefits to your company or your institution.

Thank you
H. Agung Sundaryono, Ph.D
Secretary General MAI

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INTRODUCTION

The International Conference & Exhibition on Shrimp Aquaculture will be held in Jakarta Convention Center, Indonesia from 5 to 7 May 2010. The event is aimed to create a sustainable platform for the industry players to exchange information, ideas, and experience among producer and consumer on Shrimp product, also provides a unique opportunity to review the advances in Shrimp development and to analyze the global supply, demand and price of the Shrimp.

ICE-SA is arranged to be a "one stop event" for the Shrimp Aquaculture stakeholders to promote the industry and develop networking. It consists of 2 program, as follows: conference and exhibition.

The conference itself is expected to be attended by more than 1000 participants from around the world with different background industry; businessmen, scientist up to government representative in Shrimp Aquaculture. As usual, the exhibition will be part of the event to show the new products, services and technologies related to the industry.

The participants include the following:

- Producers
- Exporters
- Importers
- Traders
- Scientist
- The participants include the following:
- Engineers
- Technologist
- Policy and Decision maker
- Investors

Through out the precious moment we would like to invite companies to take part in promoting their product and services, taking the advantage to stand out and be acknowledged by the major industry players in Shrimp Aquaculture industry around the world.

OBJECTIVES

- To expose the recent development of Shrimp Aquaculture products a technology resulting from scientists, producers and policy makers
- To expose the products, services and supporting related industry
- To discuss issues on shrimp aquaculture productivity shrimp trade, marketing and investment



EXHIBITION HIGHLIGHT

A three day international exhibition of industry suppliers is a rich and integral part of International Conference & Exhibition on Shrimp Aquaculture. Over 200 booths are anticipated for the exhibit area, providing a valuable business forum for the participant and companies to market products and services. The exhibition will be held in a spatial hall during the conference. The conference and the exhibit halls are locate in closeproximity.

Considering this event will be attended by people from all over the world, the ICE-SA offers you an opportunity to promote your company through various promotion packages.

PROMOTION

The International Conference & Exhibition on Shrimp Aquaculture will provide your company an opportunity to meet more than 1000 participants who have interested on shrimp aquaculture. In this occasion, we have alternative promotional packages in 4 categories for you to browse on to take the advantage in this precious event : Platinum, Gold, Silver and Exhibition.

If your company is interested to participate in the above mentioned event and would like to take one of the Promotion a Packages offered, please find the below information regarding all the beneficial values that your company can obtain in details. Should you have further questions, please do not hesitate to contact us.

It is our great honor to have your company participation in The International Conference & Exhibition on Shrimp Aquaculture.



INTERNATIONAL CONFERENCE & EXHIBITION ON SHRIMP AQUACULTURE

EVENT GUIDELINE

Monday, 3 May		
08.00 – 08.00 pm	Floor Marking of the Exhibition Booth	Committee
	Contraction of the Exhibition Booth	
Tuesday, 4 May		
02.00 – 08.00 pm	Registration for ICE-SA	Welcoming Participabt
	Installation of the Posters Presentation	
	Construction of the Exhibition Booths	
Wednesday, 5 May		
07.00 – 09.00 am	Registration for ICE-SA	Committee
09.00 – 10.00 am	Welcoming Remark & Opening Ceremony by the Ministry for Marine and Fisheries Affairs of the Republic of Indonesia followed by tour to the exhibition hall	Conference
10.00 – 11.00 am	Press Conference (only for VIP's, Advisory Committee, and Media)	Committee
10.00 – 10.30 am	Refreshment, Exhibition & Posters Presentation	Committee
10.30 – 12.00 am	Plenary Session I (Issue Focus: Current Trends & Challenges) <ul style="list-style-type: none"> • Aqua Shrimp Feed Production • Food Safety & Health Management • Responsible & Sustainable Shrimp Farming 	Conference
12.00 – 01.00 pm	Plenary Session II (Industry review with profiles & outlook) <ul style="list-style-type: none"> • Marine shrimp & Lobster • Freshwater Prawns 	Conference
01.00 – 02.00 pm	Lunch, Exhibition & Posters Presentation	Committee
02.00 – 03.30 pm	Plenary Session III (Feed Technology) <ul style="list-style-type: none"> • Feed Ingredients, Additives & Feed Regulations • Organic Feeds, Fish Meal & Oil Replacements, Immunostimulants • Nutrition & Formulation (Broodstock & Larval Feeds) 	Conference

03.30 – 05.00 pm	Plenary Session IV			Conference
	<ul style="list-style-type: none"> • Progress of Bio Floc Technology in Shrimp Farming • Advances in Biotechnology in Shrimp Farming 			
05.00 pm	Refreshment, Exhibition & Posters Presentation			
07.00 – 09.00 pm	Welcome Dinner			All participants
Thursday, 6 May				
08.00– 09. 30 am Break Out Room	Parallel Session I (<i>each selected 3 papers</i>)			Conference (<i>Technical seminar</i>)
	Production System (Management & Tech.) Session	Breeding & Genetic Session	Nutrition & Health Session	
09.30 – 10.00 am	Refreshment, Exhibition & Posters Presentation			
10.00 – 11.30 am Break Out Room	Parallel Session II (<i>each selected 3 papers</i>)			Conference (<i>Technical seminar</i>)
	Production System (Management & Tech.) Session	Breeding & Genetic Session	Nutrition & Health Session	
11.30 – 01.00 pm	Lunch, Exhibition & Posters Presentation			Committee
01.0 – 03.00 pm Break Out room	Parallel Session III (<i>each selected 4 papers</i>)			Conference (<i>Technical seminar</i>)
	Production System (Management & Tech.) Session	Breeding & Genetic Session Nutrition & Health Session		
03.00 – 03.30 pm	Refreshment, Exhibition & Posters Presentation			Committee

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03.30 – 5.30 pm Break Out Room	Parallel Session IV (each selected 4 papers)			Conference (Technical seminar)
	Production System (Management & Tech.) Session	Breeding & Genetic Session	Nutrition & Health Session	
Friday, 7 May				
08.00 – 09.30 am	Plenary Session V (<i>Scientific Based-Product Knowledge</i>) <ul style="list-style-type: none"> • Certification & standardization in shrimp industry • Breeding Program (SPF Broodstock) • Aeration/Recirculation technology 			Conference
09.30 – 10.00 am	Refreshment, Exhibition & Posters Presentation			Committee
10.00 – 11.30 am	Plenary Session VI (<i>Scientific Based-Product Knowledge</i>) <ul style="list-style-type: none"> • Biotechnology • Nutrition & health for shrimp • Pond culture technology • Aquaculture Engineering 			Conference
11.30 – 01.30 pm	<ul style="list-style-type: none"> • Lunch, Exhibition & Posters Presentation 			Committee
01.30 – 03.00 pm	Plenary Session VII <ul style="list-style-type: none"> • Producing and Trading of Certified Sustainable Shrimp Culture in Indonesia: Experience, Opportunity and Challenges • Progress and Prospect of Sustainable Shrimp Culture to Feed the World (FAO) • Advances in Technologies for Shrimp Pond Production 			Conference
03.00 – 03.30 pm	Refreshment, Exhibition & Posters Presentation			Committee
03.30 – 05.00 pm	Plenary Session VIII <ul style="list-style-type: none"> • Current Progress in Shrimp Disease and Health Management: A Problem Solving • Future Global Market Share in Cultured Shrimp 			Conference
05.00 – 05.30 pm	Summary & Closing			Committee

How to take part in Promotion

A. Publication before the Event

Information of the event will be distributed throughout mass media, such as website, television, newspaper and magazine. Logo and the name of your company could be published inside our publication event.

B. Publication during Event

During the 3 days conference, we allow you to take the advantage creating awareness of your company in every potential promotion spots, through displaying or even an interaction meeting with the major potential clients. To accommodate this requirement we have provide option for you to browse, such as:

a. Hosting social activities such as Hosted Lunch.

b. Take part in presenting Papers or slot commercial during the conference.

c. Exhibition booth

To take chance of presenting your product and with a more exclusive one on one meeting, taking part in the exhibition is the best choice. In conjunction with the conference a highly standard exhibition will also take place giving more than 1000 participants, we have created activities through the three days to make sure the maximum exposure of the exhibition.

We strongly recommend to register your interest earlier to get the most strategic space for your exposure. Please find the registration form for the exhibitors and sponsors are included at the back page of this brochure.

d. Program Book

To appear in the Program Book is also important. It would be able to create a strong image and to be acknowledged by the market. This full colored book is a great reference and guide for all visitors to see the lay out and who are exhibiting in the event. Taking this opportunity is something your company should consider.



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EXHIBITION BOOTH

Exhibition	Dimension	Price
Standard Booth	3x3 m ²	US \$ 3,000
Double Booth	3x6 m ²	US \$ 5,500
Prime Booth	6x6 m ²	US \$ 10,000

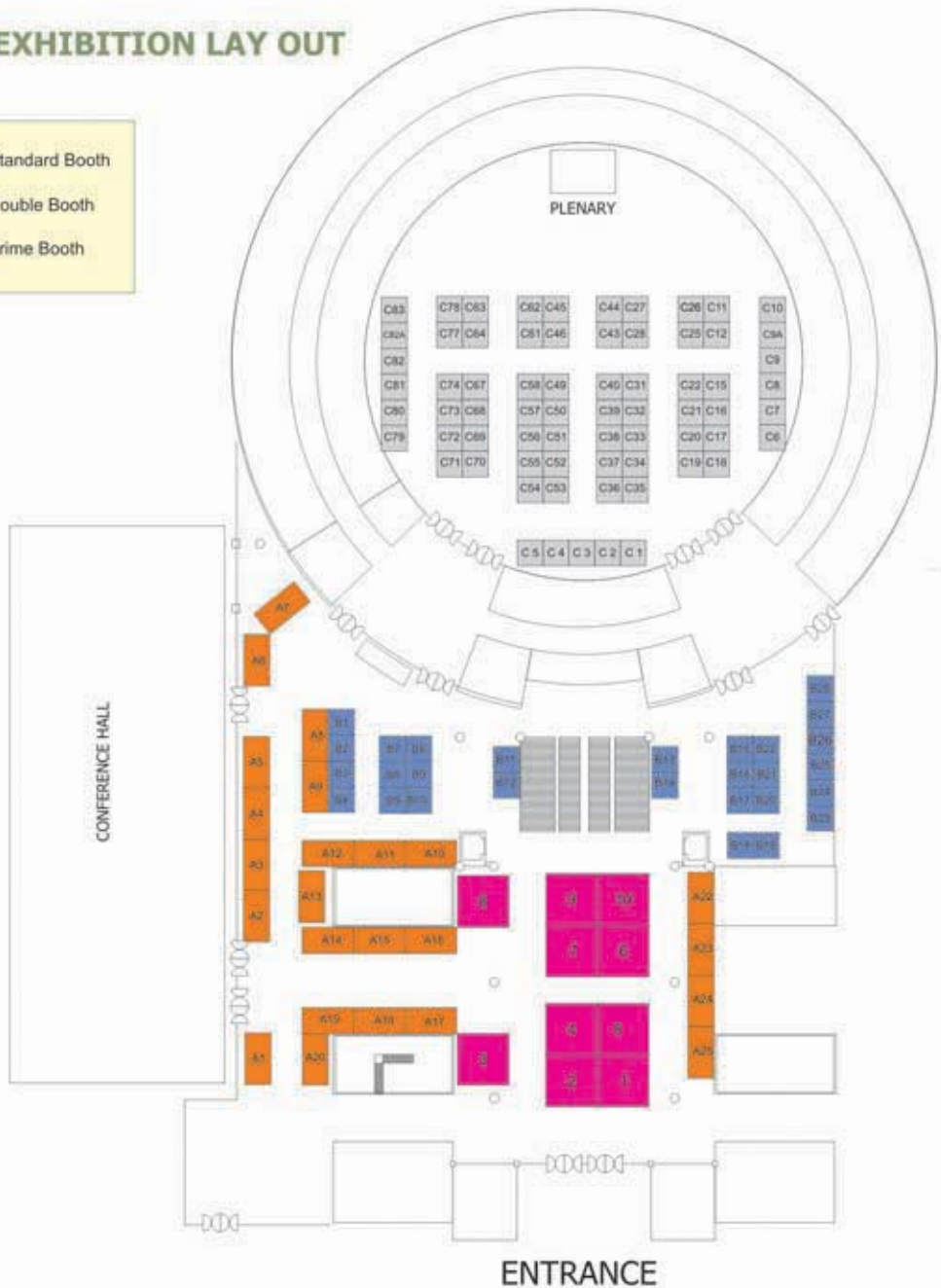
Specification:

- Standard size 3 meters x 3 meters with needle punch carpet
- 9 m of wall partition (1 mL x 2.4,Ht) for normal booth one side open
- 3 m of fascia board in 35 cm Ht for normal booth one side open
- 1 set of company name with booth number in vinyl sticker cut out for normal booth one side open
- 2 of 40W (1.2mL) fluorescent lamp mounted behind fascia
- 1 of white pifex system information counter
- 2 of white folding chair
- 2 Amp single phase(450 Watts)

Retail Promotion	Benefit	Perimeters	Fee
Program Book (Up to 3000 Copies)	You may include your advertisement in the program book distributed during the event to all conference participants	• Full Page	\$ 2,200
		• Half Page	\$ 1,100



EXHIBITION LAY OUT



PROMOTION PACKAGE

Platinum

US\$ 40.000

Compensation offered:

- Free 4 booths
- Logo company on promotional material:
 - Advertisement on Media: National Newspaper, Magazine, Radio, Television
 - Outdoor and Indoor promotion media : Gate, Backdrop, Ballyhoo, Horizontal banner, Vertical banner, X banner, Hanging banner, Flyers
- Show Directory
- Slot presentation
- 10 own company Vertical banner to be placed in the venue

Gold

US\$ 25.000

Compensation offered

- Free 2 booths
- Logo company on promotional material:
 - Advertisement on media: Magazine, National Newspaper and Radio
 - Outdoor and Indoor promotion media : Backdrop, Ballyhoo, Horizontal banner, Vertical banner, X banner
- Show director

Silver

US\$ 15.000

Compensation offered:

- Free 1 booth
- Logo company on promotional material:
 - Advertisement on media: Radio and Magazine
 - Outdoor and Indoor promotion media : Backdrop, Ballyhoo, Horizontal banner, Vertical banner, X banner
- Show directory

Hosted by:



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