



AGRIBUSINESS

Supporting you every step of the way as you
build, compete, and grow in various
markets around the world.

Rapid population growth and increased consumer spending power are creating unprecedented demand for agricultural commodities, while emerging markets like Thailand, China and Brazil are changing the face of global trade in these products. Ipsos Business Consulting helps companies thrive under the challenges and opportunities presented by these disruptive dynamics.

Ipsos Business Consulting

Build · Compete · Grow

Ipsos Business Consulting's specialist agribusiness practice delivers 17 years of expertise from a network of consultants embedded in the Americas, Europe, Africa and Asia-Pacific.

WELCOME TO THE AGRIBUSINESS SECTOR

Ipsos Business Consulting established the Agribusiness and Animal Health division in the 1990s. Since then we have expanded our services to offer a wide range of consulting and marketing research solutions for the agriculture and food industry. We are a leading provider of agricultural research in North America and were one of the first consultancies to establish a division in Asia specialising in the agricultural, horticultural, veterinary and food sectors. The division services commercial and government organisations with a unique combination of consultants, market researchers and extensive capabilities from our network of offices, which spans 88 countries and five continents.

HOW WE CAN SUPPORT YOU

Ipsos Business Consulting develops practical solutions to build, compete and grow your operations in the agribusiness industry, whether you are expanding within an existing market or entering new territories. Our proven methodologies provide you with a full range of services ranging from market sizing and growth forecasts in emerging markets to complex multinational value-chain analysis.

HOW IPSOS BUSINESS CONSULTING ASSISTS AGRIBUSINESS CLIENTS

- 1) Business Unit Strategy :**
Re-aligning your business strategies with changing market conditions
- 2) Competitive Intelligence :**
Assessing current and emerging competitive threats within your chosen markets
- 3) Go-to-Market :**
Market entry strategies that suit your business model and target customers

- 4) Innovation Scouting :**
Identifying new market opportunities or business concepts that will grow your business
- 5) Sales & Marketing :**
Developing customised strategies to tackle your business' market-related issues
- 6) Partner evaluation :**
Robust commercial diligence service to help you find the best business partner

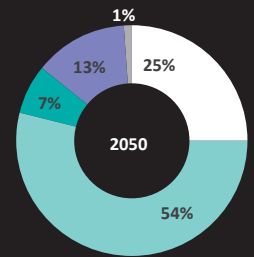
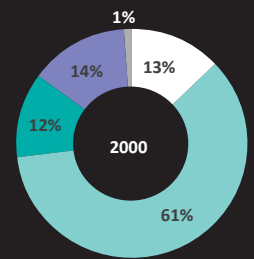
FIND OUT MORE ONLINE

Visit Ipsos Business Consulting online to find out more about our global offering, including more information on our solutions, case studies, industry reports, research notes and other interesting Ipsos publications. We have 20 dedicated consulting hubs servicing clients in the 88 countries that make up the Ipsos global network. This makes us uniquely placed to help you reach out to the developed and emerging markets that interest your business.

POPULATION DISTRIBUTION ACROSS THE CONTINENT 2000 - 2050

In 2050, Africa population increases by

12%



- AFRICA
- ASIA
- EUROPE
- AMERICAS
- OCEANIA

Source: United Nations, Department of Economic and Social Affairs, Population Division (2013). World Population Prospects: The 2012 Revision. projected populations based on the medium-fertility variant.

AGRIBUSINESS CATEGORIES WE WORK IN



Crop Science
Seeds, Fungicides, Herbicides, Insecticides



Animal Health & Nutrition
Vaccines, Additives, Parasiticides, Anti-infectives



Food Ingredients
Commodities, Additives, Flavours, Starches



Food Processing
Cannery, Seafood, Meats, Packaging, Beverages



Farm Machinery & Equipment
Tractors, Harvesters, Implements

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