

AMI

Agricultural Film

VIRTUAL SUMMIT

A GLOBAL MEETING PLACE FOR THE AGRICULTURAL FILM INDUSTRY AT AMI'S AGRICULTURAL FILM VIRTUAL SUMMIT 2020

The event will take place online on 26-29 October 2020.

AMI's Agricultural Film Virtual Summit will take place from 26-29 October 2020 attracting global audience from across the supply chain.

Food supply is a global issue and it's one that doesn't go away in a global pandemic.

For a long time now food producers have been putting in place initiatives to ensure that a higher percentage of the food that is grown can be brought to our tables for everyone's benefit. Technological innovations and scientific advances in this area signpost future agricultural transformation and show that there is plenty that can be done to protect crops against uncontrollable elements such as pests and the weather.

While there are certainly differences in the types of crops that are grown in different regions, and in local government regulations, a global problem such as this requires a global solution. There is a huge benefit in the industry having a means by which to come together safely to discover the latest developments in agricultural films that will protect farming output. For manufacturers of resin; raw materials; additives and of the films themselves having an opportunity to identify, assess and respond to new and emerging markets is vital.

There are common challenges for agricultural film producers that run across geographical borders. A very topical one is how to deal with the environmental impact of agricultural film products at the end of their life. In countries such as Spain and Latin America a lot of work is being done to understand how best to recover agricultural plastics from the field and then recycle them into other goods. Across the world scientists are working hard to produce soil biodegradable films and to extend the life of traditional films.

Pests also do not restrict themselves to borders and in Florida, US, research is underway into how metallised reflective mulch films can be used to protect citrus facing huanglongbing (HLB) disease.

The emergence of new crops will drive new solutions from agricultural film producers, too. In the USA cannabis production is growing rapidly due to state-led licensing, with 27% of producers reporting a year on year increase in profits from cannabis cultivation in 2020. In Europe many countries have legalised some form of cannabis (including medical cannabis) and the market is expected to be worth £2.4 billion by 2024. This represents an opportunity for both mulch and greenhouse film producers to sell into these new markets.

On 26-29 October 2020 over a hundred film producers and growers are expected to gather together in a safe purpose-built virtual environment to learn from and network with each other using video technology at AMI's Agricultural Film Virtual Summit, a global event.

Major film producers such as PLASTIKA KRITIS; COVERIS FLEXIBLES AUSTRIA GMBH; IMAFLEX INC; BERRY BPI GROUP and POLY EXPERT INC are among those who will give video presentations and

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participate in panel debates while the growing community will be represented on the speaking panel by the GEORGIA CITRUS ASSOCIATION and the CALIFORNIA HEMP ASSOCIATION.

An insight into regulatory developments regarding organic certification in the US will be given by the US DEPARTMENT OF AGRICULTURE and specialist research bodies such as the FLORIDA CENTER FOR AGRICULTURAL SUSTAINABILITY will join alongside agricultural film recyclers such as RIGK. Rocio Martinez, Conference Development Manager, said 'We're delighted that we can bring the agricultural film industry together safely this year. We're very excited about the virtual platform we have for this event which allows for one to one global video networking so that our delegates will be able to exchange ideas just like they could in a conference room. The whole supply chain is represented on the audience list as well as a huge number of different countries.'

TECHMER PM is the headline sponsor of **Agricultural Film Virtual Summit 2020**. The event is also sponsored by AIMPLAS, CABOT CORPORATION, DAVIS STANDARD, EREMA, HPF THE MINERAL ENGINEERS a division of QUARZWERKE, INGENIA POLYMERS, KAFRIT GROUP, NOVAMONT and SABO. The summit offers unrivalled opportunities to network, exchange experience and learn through interaction with colleagues, suppliers, customers and competitors in a safe, virtual environment.

The full program can be found on AMI's [website](#) or for further information on attending, exhibiting or sponsoring this event, please contact Ms. Rocio Martinez, Conference Development Manager, on Tel: +44 117 314 8111 or rocio.martinez@ami.international.

About Applied Market Information Ltd.

Applied Market Information Ltd.(AMI) is a leading global market research consultancy and a leading organiser of conferences for the plastics industry around the world.

AMI has offices in the UK and the US. The company provides research, consulting and analytical services and is a major publisher of commercial and technical information for the plastics industry. It organises more than 30 international conferences and seminars each year and also publishes a series of digital magazines, which are distributed free-of-charge globally on the internet and via apps for tablet computers and smartphones.