

New Product exhibits for Agromek 2010

Deadline for the filing of applications is 2 July 2010.

For Agromek 2010 all New Product exhibits will be evaluated at a number of meetings in August.

In week 35 you will be **informed in writing** of the result of the New Product evaluation.

Agromek will **publish** the approved New Products in week 38.

If an exhibitor has a well-founded request for later publication than week 38, this must be discussed with the secretariat before the end of week 37.

Deadline for the **withdrawal** of approved New Products is Monday 20 September 2010.

Rules for the evaluation of New Product Exhibits – Agromek 2010:

New products that have been presented at Danish exhibitions/marketed prior to 1 March 2010 **cannot** be approved for Agromek.

- 1 The product or parts of the product must be new from the company. The same product (same supplier/manufacturer) must not have been marketed/sold previously by others, but analogous products may be available from other manufacturers.
- 1 1 The product or alteration must:
 - either lead to a considerable increase in capacity
 - or contain essential new construction or composition in relation to former products on the market.
- 1 1 1 The product or parts of the product must contain
 - either a new operational or constructional principle,
 - or a completely new composition or effectand thus, in a significant manner contribute to improved effect/ergonomics/comfort/environment/economy.

For aids (e.g. fertilizers, feedstuffs, pharmaceutical products and disinfectants) the following information must be supplied (whether the New Product exhibit is considered a one-, two- or a three star New Product):

1. informative label
2. description of the physiological (biochemical) process and function
3. safety sheet/user's instructions.

For three-star New Product exhibits, the New Product List and the New Product Sign will present information as to whether the exhibit is New in Denmark or New in Europe.

For three-star New Product exhibits that are designated as being New in Europe, the product must not have been presented at an international agricultural exhibition in Europe prior to 1 March 2010.

If a patent is planned taken out for the New Product exhibit, the applicant must have received a valid receipt from the Patent Office (**please enclose copy**) before the application for exhibition of the New Product is filed with Agromek.

In the event of parallel sale, the same New Product exhibit can be presented by more than one company. Both company names are required on the application. This is a precondition for receiving a New Product Sign, being listed in the New Product List and being mentioned in press releases.

Agromek's New Product Evaluation Committee

The committee is composed of three farmers and two machinery consultants:

Hans Thostrup, Machine Consultant	LandboMidtøst, Viborg
Hans C. de Neergaard, Landowner	Vindum Overgaard
Karl Jørgen Nielsen, Machine Consultant	KJN Maskinrådgivning, Randers
Lars Pedersen, Farmer	Brønderslev
Ole Lyngby Pedersen, Farmer	Odder

Beyond the permanent members of the Committee, a number of national consultants and other specialists/experts assist the Committee within their respective professional subjects (the descriptions of the individual approved New Product exhibits are predominantly written by the experts within the particular professional areas):

Hans Jensen, Engineer	Electronics
Kristian Ellersgaard, Engineer	Feed, grain and seed - industrial plant
Ingolf Rasmussen, Landscape Gardener	Gardens, parks, golf courses etc.

Knowledge Centre for Pig Production:

Niels-Peder Nielsen, Division Manager	Pig housing
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AgroTech A/S, Institute for Agri Technology & Food Innovation:

Jens Johnsen Høy, National Consultant	Arable farming
Jørgen Pedersen, Consultant	Power, heating, water and sanitation
Niels Lundgaard, Head of Sales	Pig housing
Thorkild Qvist Frandsen, Consultant	Slurry separation, biogas

Knowledge Centre for Agriculture:

Eric Clausen, National Consultant	Horses
Helge Kromann, Special Consultant	Cattle
Hans Henrik Møller, Chief Adviser	Fur farming
Jens Møller, Consultant	Feeds and additives - cattle
Jørgen Hviid, Consultant	Farm buildings
Leif Knudsen, Chief Consultant	Commercial fertilizers
Palle Vinstrup, National Consultant	Poultry
Per Tybirk, National Consultant	Feeds and additives - pigs
Poul Henning Petersen, National Consultant	Plant Protection agents

New Product editors: Exhibition Manager Jan Tjørnelunde Pedersen, Agromek
Press Manager Helge Lynggaard, Agromek

Agromek does not, unfortunately, have the resources to have certain products and services evaluated as New Products in the usual thorough manner which is characteristic of Agromek's approval, classification and description of New Product exhibits for Agromek.

This applies in particular to products and services which are used generally in both farming, other sectors and private households. The same can also apply to products and services which in each instance must be constructed or adapted to the buyer's /consumer's requirements.

Products /services of this nature are typically:

Breeding stock	Clothing
Buildings	Building components
EDP and software packages	(- with the exception of specific products for farming)
(- with the exception of specific products for farming)	Trade literature
Insurance	Telecommunication
Lubrication oil	

Exhibition of approved New Products:

As a rule, an approved New Product shall be presented at the exhibition. If, however, the New Product requires extreme space, the exhibitor must present those parts of the machine/product that illustrate the new features of the product, preferably together with other display material. If an approved New Product is presented in this way, the Organizer's Office must be informed.

If the above rules concerning New Products are not complied with, the Organizer's Office will be entitled to withdraw the official New Product Sign. In addition, the Press will be informed of the reasons for the withdrawal of the approval.

Entering of New Products for Agromek 2010:

Each approved New Product is given a New Product Sign. The sign will bear the text “New Product Agromek 2010” plus information as to whether the New Product is a one-star, two-star or three-star New Product. The signs can be collected from the Organizer’s Office from Thursday 25 November to Monday 29 November 2010.

Agromek will publish the material in week 38.

If an Exhibitor has a well-founded request for a publication later than week 38, this must be discussed with the secretariat before the end of week 37.

All the below questions must be adequately answered:

1. The product’s trademark?
2. Type designation (of the actual product or of the unit or product of which the product is a part or component)?
3. Who manufactures the product (own production/dealer product – name of manufacturer)?
4. Has the product been exhibited as a prototype? - If yes: when/where?
5. Is it a prototype? - If yes: When do you anticipate that the product will be ready for sale?
- 6.a) Has the New Product been presented at a Danish agricultural exhibition prior to 1 March 2010?
If yes: At what exhibition(s)?
If no: Where and when do you anticipate that the New Product will be initially presented?
- b) Has the New Product been presented at an international European exhibition prior to 1 March 2010?
If yes: At what exhibition(s)?
If no: Where and when do you anticipate that the New Product will be initially presented?
- c) Has the New Product been marketed in any other way?
If Yes: Where and when has the New Product been marketed for the first time?
7. Provide a technical and application description of the New Product and enclose brochures, photos, drawings or other types of documentation.

8. What are the innovations in comparison with the company's former products (to act as basis for the evaluation of a one-star New Product)?
- 9.a) What are the innovations in comparison with other products on the market?
- b) What is the purpose of the new construction/the new features (The answers to 9.a and 9.b will act as basis for evaluating whether the product is a two-star or a three-star New Product. This means that both questions must be answered before a New Product can obtain two or three stars)?

Please remember to provide the following information on each New Product application:

Company name and **contact person(s)**
Telephone and fax numbers
E-mail address
Date and signature.

Please Note:

- Each New Product must have its separate application.
- Company name, product name and the name of the contact person(s) must be written on each application, all enclosures, photos etc. (loose sheets and photos without these names increase the risk of error).

The application, photos and enclosures may be sent **only** by ordinary mail. It is very time-consuming for us to print photos sent by e-mail and to check applications that have - "to make assurance doubly sure" - been sent both by fax, e-mail and ordinary mail.

New Product applications are to be forwarded to:

Agromek
P.O. Box 19
Vardevej 1
7400 Herning

Marked: New Product

and must be received by Agromek on:

Friday 2 July 2010 at the latest.