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PRESS RELEASE

'Making the Brazil Connection' **Don't miss Opportunity to Learn about the Brazilian Market**

Companies interested in learning more about opportunities in Brazil are encouraged to attend a free seminar at the British Racing School on 3 July 2009.

The event is being held by the International Agri-Technology Centre Ltd (IATC) and UK Trade and Investment (UKTI) to provide companies with the information they need to develop business in Brazil. Speakers will cover subjects including market information, support and funding available in the UK and in Brazil, understanding the Brazilian supply chain and the opportunities in Brazil for UK companies.

The IATC is contracted by Advantage West Midlands and UK Trade & Investment to promote and support the UK's agri-food technology industry in developing its international trade potential.

Both IATC and UKTI have a network of contacts in Brazil available to support UK companies. Denise Pellin, Agriculture & Chemicals Manager, based at the British Consulate in Porto Alegre, Brazil will be speaking at the event, and along with IATC staff and International Trade Advisors from the East of England, will be available for one to one meetings after the seminar.

For further information and to book your place please contact Paula Twinn at the IATC (paulat@iatc.org.uk, 02476 323967) or visit the IATC website, www.theiatc.org

*** Ends ***

29 May 2009

Notes to editors

1. For further information, contact Paula Twinn at International Agri-Technology Centre Ltd (IATC), Stoneleigh Park, Warwickshire, CV8 2LG, T: 02476 323960; F: 02476 323975; E: info@iatc.org.uk; W: www.theiatc.org
2. The International Agri-Technology Centre Ltd (IATC Ltd) in partnership with Campden BRI has been contracted by Advantage West Midlands and UK Trade & Investment to promote and support the UK's agri-food technology industry in promoting and developing its international trade potential.

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3. IATC Ltd works with UKTI's regional and international networks to help businesses identify opportunities and enter overseas markets; it also works with international governments, scientific and research institutes and commercial organisations to identify links and facilitate introductions and business meetings that may lead to commercial collaboration.
4. It also acts as the focal point for international trade enquiries and information from overseas markets seeking goods and services from the UK.
5. With the publication of the UNEP GEO4 report*, the importance of agri-technology in the future globally has never been greater - not only as a provider of food for a global population set to increase from its current 6.2 billion to over 9 billion by 2050, but also as a potential provider of alternative energy, renewable materials and custodian of the environment.
6. The IATC's current target markets are; Brazil, China, India, South East Asia, South Africa and Turkey.

* United Nations Environment Programme Global Environment Outlook 4, published October 2007.