

"THE BEST OF OUR LAND FOR THE WORLD"

Brazil, a leader in the sustainable agrienvironmental development of the tropical belt, promoting food, water, energy, socio- environmental and climate security in the world.

October 01 to 03, 2025

At RioCentro, Barra Olímpica, Rio de Janeiro











CONCEPT

An international forum dedicated to the agrienvironmental sustainability of agribusiness production chains, a unique initiative that brings together consumers, producers, scientists, entrepreneurs and government leaders.

With debates, lectures, business round-tables, exhibitions and major shows, the event puts Brazil and the countries of the tropical belt at the center of discussions on the sustainable future of agribusiness. RIO+AGRO is a unique opportunity for you and your company to contribute to the political and economic transformation of the sector.



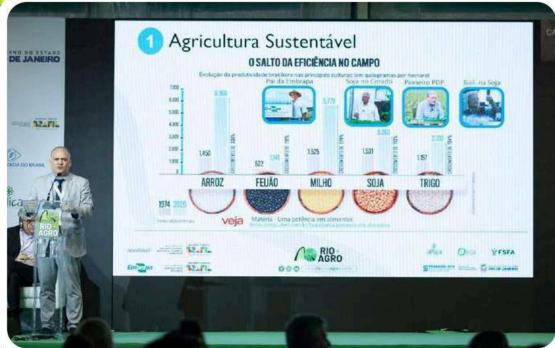




PURPOSE

- •To contribute to increasing competitiveness, attracting investment and drive innovation in order to position Brazil as the world's leading agri-environmental power;
- •To bring together the countries and peoples of the world's tropical belt for an unprecedented mobilization around food security, sustainable food and energy production by 2027;
- •To discuss relevant topics and the challenges that impact family and corporate agribusiness production chains in order to generate income and social equality, guaranteeing global food security and highlighting Brazil's agri-environmental potential for the sustainable development of economies in the 21st century;
- •To be the benchmark event for sustainable economic and social development, promoting agribusiness as an agent for environmental preservation and the eradication of hunger in Brazil, as well as highlighting public policies and private initiatives for decarbonizing the national and global economy.

















AGRO





192 speakers, 237 suppliers, 277 production team, 36 press team



STRUCTURE

2 simultaneous plenaries, + 100 brands exposed



VISITORS

+ 15 countries present, + 15K people visiting and participating, +150 companies and startups



SOCIAL MEDIA

During the week of the event: 512K reach, +243K interactions, +400% new followers



YOUTUBE

During the week of the event: +2.1 million people, +148.5 viewing hours



SITE

During the week of the event: +33K audience, +1.1M Google search, +400K impressions, +2M clicks, +1M traffic



TV

During the week of the event: 512K of al+ 120 Reports, +20 hours of coverage, +20 million reais of total exposure



SEARCH RESULTS

Countries that searched most on the internet: Brazil, Argentina, Puerto Rico, Portugal, China, Uruguay, Spain, India, Mexico, Chile









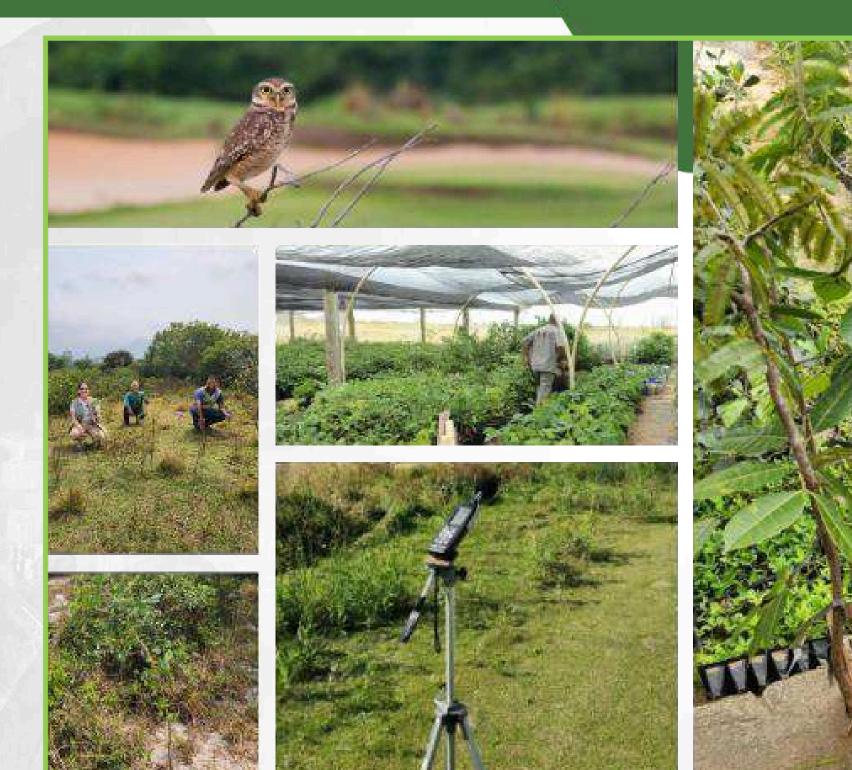
Decarbonization and Environmental Management

RIO+AGRO 2024

FULLY SUSTAINABLE

To ensure the decarbonization of the event, 400 sandbank seedlings were planted on the Olympic Golf Course. All pre-and post-event environmental monitoring was carried out by ECP Environmental Solutions, according to the report in the link below.













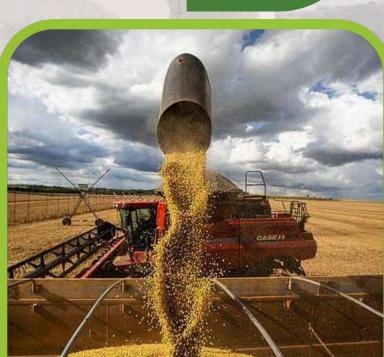
In 2024

Brazil showed the world its global commitment to guaranteeing food security through sustainable agri-environmental development based on science!

We had a highly qualified Technical-Scientific Committee, which put together a program in which various topics relevant to agribusiness were addressed, and these topics reached various parts of the world!

PROGRAM SCHEDULE 2024



















Innovation in the Food and Beverage Industry and Consumer Communication

Innovation and Cooperation: The Potential of Cooperatives and Associations for Sustainability

Advanced technologies applied to agri-environmental development: Al, use of drones, Telecommunications Revolution in the Field

Fertilizer, Bioinputand Pesticide Industry

Renewable Energies and Energy Transition

Public and Private Financing for Sustainable Agricultural Production and Food Security Initiatives

Certification and traceability mechanisms for sustainable agricultural products

Environmental asset market (carbon market, Sustainability Credit Units, etc.)

Programs for Converting Degraded Pastures into Sustainable Agricultural and Forestry Production Systems

Food, Energy, Hydropower and Urban Security









+ 190 SPEAKERS

HIGHLIGHTS 2024



(Executive Director **CauseCentric Productions)**



(Presidentof Cargill inBrazil)



Roberto Rodrigues (Professor Emeritus of theGetúlio Vargas Foundation)







Luiz Lourenço

(Chairman of

theBoardof Cocamar)



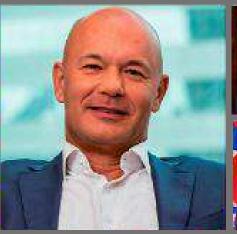






























Silvia Massruhá (President of Embrapa)









PARTNER BRANDS IN 2024

TRUST, CREDIBILITY AND PARTNERSHIP, MAJOR BRANDS SUPPORTED THE EVENT IN 2024, HERE ARE SOME EXAMPLES







































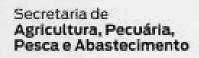
























CHECK OUT OUR
INSTITUTIONAL VIDEO, WITH
THE BEST MOMENTS FROM
THE 2024 EDITION

Click here!



























































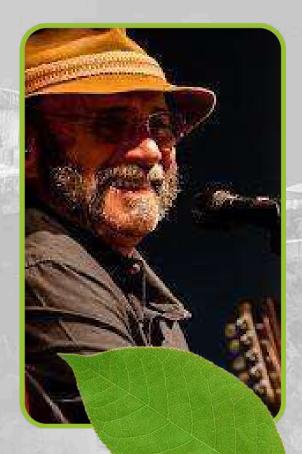




















































































In 2025

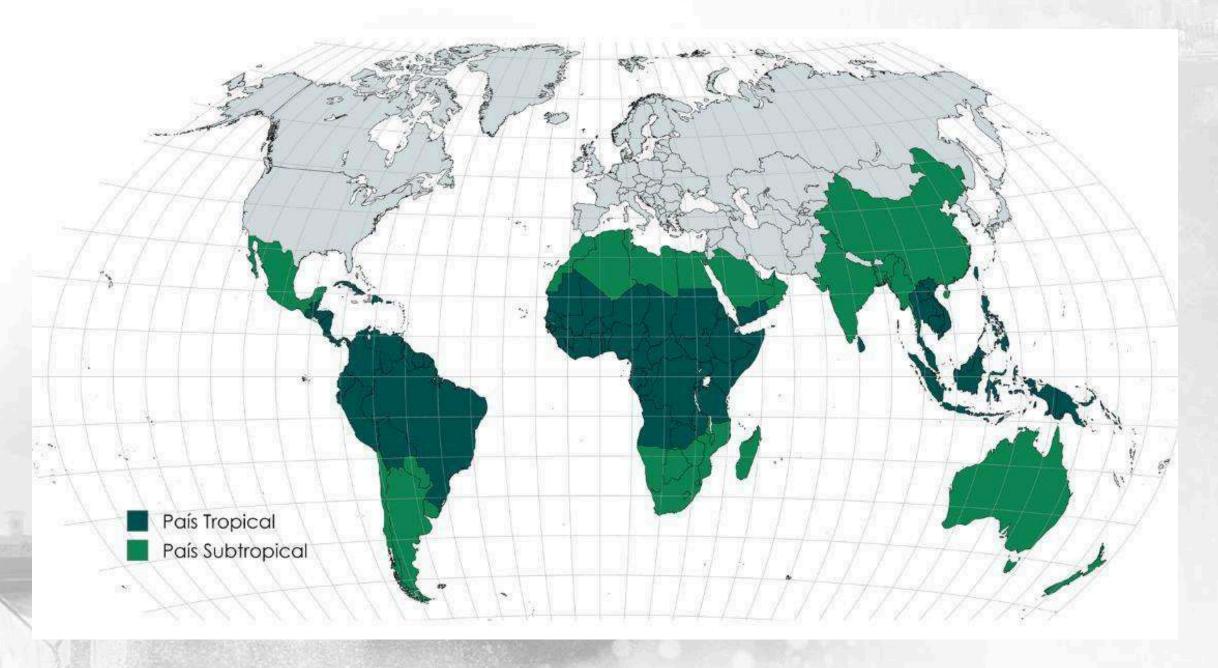
We will write another chapter in this story of success and innovation in sustainable agri-environment!

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RIO+AGRO will be consolidated as the event that will bring together the countries of the tropical belt in a forum where the world's needs and solutions for food and water security and climate mitigation will be discussed and presented.

THE TROPICAL BELT

The Key to the Sustainable Future of Global Food Security





"Temperate climate agriculture has brought the world this far.

From now on, the world will be driven by the tropical"

Alysson Paolinelli,

Former Minister of Agriculture of Brazil and one of the founders of the Brazilian Agricultural Research Corporation (Embrapa).



- •Tropical zones concentrate the largest arable area, essential for feeding the world by 2050;
- •The Tropical Zones have the highest food production and are the main contributors to global nutrition;
- •According to the FAO, the arable land of the Tropical Belt accounts for 40% of the planet's arable area (3.3 billion hectares);
- Tropical zones have the largest forest cover in the world, key to climate balance;
- •Brazil as a leader: With 70% of its agricultural area located in the tropical region and approximately 355 million arable hectares, Brazil stands out as a global leader in agribusiness, playing a strategic role in world food security.

RIO+AGRO: AN OFFICIAL PRE-COP30 EVENT

GLOBALPROTAGONISM:

• Rio+Agro 2025 will be an official pre-COP30 event, consolidating its role as one of the main international forums on agrienvironmental sustainability.

INTERNATIONAL RECOGNITION:

• Just as it was a pre-G20 event in 2024, Rio+Agro reinforces its global relevance by bringing together leaders, experts and companies to debate innovative and sustainable solutions for agribusiness.

LEGACY OF RIO+AGRO FOR COP30:

 Rio+Agro will consolidate the event's main debates into an Official Charter, bringing together proposals for a more sustainable agribusiness. The document will be delivered at COP30, contributing directly to global discussions on the future of agrienvironment.





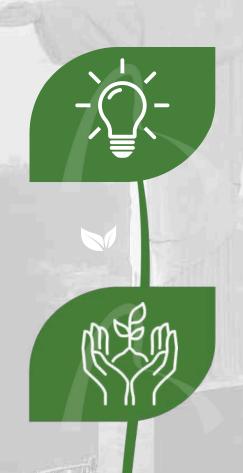








RIO+AGRO WILL ADDRESS IMPORTANT ISSUES FOR OUR COUNTRY, WITH AN EMPHASIS ON AGRI-ENVIRONMENTAL, ECONOMIC AND SOCIAL ISSUES.



01/10/2025

TROPICAL AGRICULTURE AND CLIMATE CHANGE:

The Role of Agricultural and Agroindustrial Production in the Tropical Belt as a Guarantee of Global Food Security in the Face of Climate Change.

02/10/2025 SCIENCE AND POLITICS:

The union needed for sustainable agri-environmental development.



BUSINESS AND MARKETS:
 Scenarios, Trends and Challenges for the Next Decade.













RIO+AGRO 2025 Content, Innovation and Networking not to be missed!



2 Plenaries with lots of content!

- Main Plenary: 3 simultaneous stages for around 600 participants
- Innovation Arena: For around 100 participants



Exclusive Spaces for Networking and Opportunities!

- Exhibition area: Discover the main brands and innovations on the market.
- * VIP Area: Connect with industry leaders -Speakers and sponsors in strategic
- . meetings Business Roundtable Area: Partnerships and connections to boost your business Press Area: Complete coverage of the event, with everything
- that's happening in real time.













SCHEDULE 2025

	01/10/2025	
08:00	Visitor Registration	Open until6:00 PM
09:00	Activation in the exhibition area	50 min
09:30	Opening of the Main Plenary	30 min
10:00	OpeningCeremony+ Inaugural Lecture	2:30h duration
12:30	Lunch Break	1:45h duration
14:15	Keynote Speaker	45 min lecture + 25 min Q&A
15:30	Lecture Session –3 panels with simultaneous presentations	Three simultaneous panels will be held, each composed of two speakers and one moderator. Each speaker will have 20 minutes for their talk, followed by 25 minutes of moderation.
16:45	COFFEE BREAK	30 minutes
17:15	Round Table on the Day's Theme	60 min -4 to 5 personalities from different sectors, each bringing a unique perspective join in a dynamic and innovative debate to explore the theme oftheday
18:20	Daily Forum Closing and Acknowledgements	5min
19:30	SHOW	1:30h











SCHEDULE 2025

02 e 03/10/2025		
08:00	Visitor Registration	Open until6:00 PM
09:00	Activation in the exhibition area	50min
10:00	Keynote Speaker	45 min lecture + 25 min Q&A
11:15	Lecture Session –3 panels with simultaneous presentations	Three simultaneous panels will be held, each composed of two speakers and one moderator. Each speaker will have 20 minutes for their talk, followed by 25
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3 DAYS

3 days of knowledge, networking and business

120+ SPEAKERS

Great lectures given by authorities on agri-environmental, economic and social issues

+ MORE THAN 15,000 VISITORS

The event is very popular with the public, making Rio+agroa success



150+ BRANDS EXHIBITING

Major brands from the world of agriculture on display

CONNECTION AND NETWORKING

Professionals, speakers, institutions and companies will be present to build great partnerships

STREAMING VIDEOS

Once again, the large international audience will be able to follow the lectures in real time









YOUR BRAND CONNECTINGWITH A LARGE AUDIENCE



GOVERNMENT

- Politicians;
- Embassies
- Consulates
- Government organizations



PRIVATE SECTOR

- CEOs;
- C-Level executives;
- Rural producers and entrepreneurs;
- Companies/Corporate;
- Startups and Scaleups;
- Accelerators
- ;Incubators;

- Investors;
- Chambers of commerce;
- CooperativesBusiness associations;
- Business councils;
- Investors in innovation;
- Trade promotion offices.



THIRD SECTOR

- Scientists;
- Researchers;
- Universities; Education,
- science and technology institutions;

- Non-governmental organizations;
- Entrepreneurs in the agricultural and environmental sector;
- •Research institutes.











Q EVENT LOCATION



THE RIO+AGRO WILL BE LOCATED IN 2025 AT RIOCENTRO, CONSOLIDATED AS ONE OF THE MOST VERSATILE VENUES FOR EVENTS IN THE COUNTRY.

WE WILL HAVE TWO LARGE SPACES: PAVILION 2, WITH MORE THAN 10,000 SQUARE METERS, AND THE CONCERT AREA, WITH 8,000 SQUARE METERS.









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EVENT LOCATION



LOCATED CLOSE TO THE OLYMPIC PARK, JACAREPAGUÁ AIRPORT, SHOPPING MALLS AND HOTELS, RIOCENTRO OFFERS SEVERAL PRACTICAL ACCESS OPTIONS, BOTH FOR PRIVATE VEHICLES AND PUBLIC TRANSPORTATION.

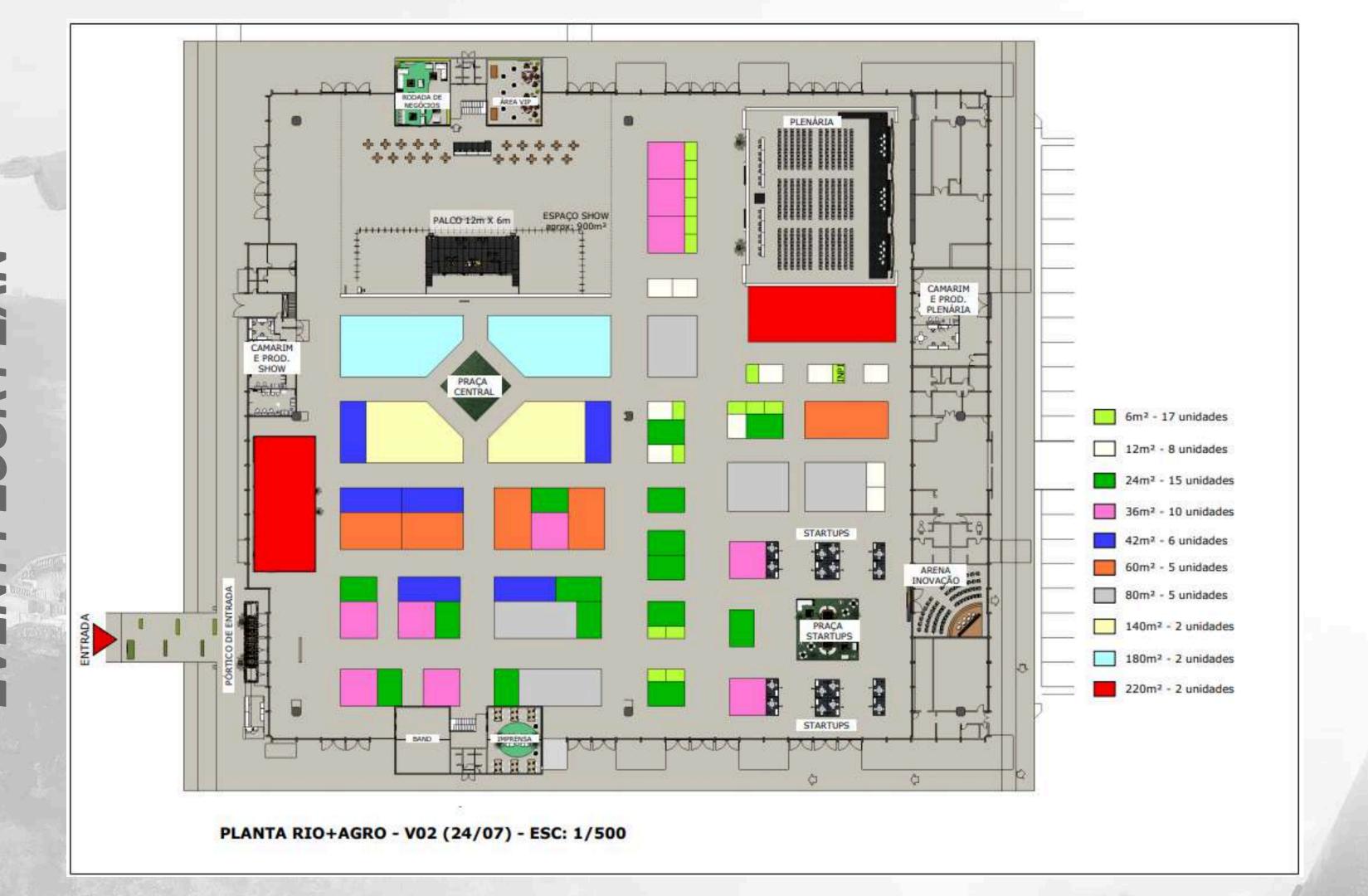












3D Entrance View



















INNOVATION ARENA















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STANDS























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Presented by







