



# **irc 2023 SYDNEY**

**16th INTERNATIONAL RAPESEED CONGRESS**

**GLOBAL CROP - GOLDEN OPPORTUNITIES**

## **Sponsorship Prospectus**

# About the International Rapeseed Congress

The 16th International Rapeseed Congress (IRC) to be held in Sydney in 2023 is organised jointly by GCIRC (Global Council for Innovation in Rapeseed and Canola) and AOF (Australian Oilseeds Federation).

IRC is held every four years and is the peak international conference for rapeseed R&D focused on advancement of global rapeseed production and utilisation. Since the 1960s the IRC has been helping rapeseed and canola professionals reach new markets and create enduring relationships in the extensive worldwide network of rapeseed experts. It is a forum for ideas, innovation and networking and is highly respected among participants from industry, academia, and government, as well as sponsors and exhibitors.

IRC-2023 will bring together scientists and representatives from the global agricultural sector to showcase new developments in genetics, breeding, cultivation, plant protection, oil and meal product quality, compositional analysis, and utilisation of end products in the food, feed and energy sectors. There will be a combination of field trips, presentations and discussions in plenary lectures, thematic sessions and working groups running over six days from 22 to 27 September 2023.

The Congress provides unique access to the world's largest gathering of rapeseed scientists, researchers and industry experts, creating outstanding business engagement opportunities for Sponsors and Exhibitors.



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# Global Crop

Rapeseed/canola is now well established as a major Global Crop with production spread across several geographical regions and products supplying important global markets for high quality oil and protein.

Once known as the 'Cinderella crop' in the 1960's and 1970's it has expanded to become the second largest oilseed crop, now nudging 70 million tonnes of grain per year, and becoming the third largest source of food oils. This spectacular rise has been driven by breakthrough R&D and continuous innovation from an expanding global network of crop scientists, agriculturalists, and processing sector experts.

Rapeseed production continues to see growth in both area and productivity, and nowhere is this more evident than in Australia. Australian canola production reached a record high of over 6 million tonnes in 2021/22, with the majority being exported, firmly establishing Australia as a major supplier for the rapidly expanding global market.

During this period, value adding of canola in Australia has also grown with substantial investment in expanding capacity of existing processing plants and constructing new facilities. IRC-2023 is a great opportunity to witness this expanding Australian industry and for Sponsors to showcase their contributions to the global rapeseed industry.



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# Golden Opportunities

Off a strong global base, rapeseed is now poised to branch out into a new era of crop and product diversification, providing 'Golden Opportunities' to further expand production, improve profitability, and extend reach into new high-value and high-volume end use markets.

- Breeders and agronomists are using the latest developments in biotechnology to create high-yielding and disease resistant varieties
- Innovative rapeseed cropping systems are being developed, such as the dual-purpose grazing and grain systems being pioneered in Australia
- Short-season Brassica crops (Carinata, Camelina, Cress) are being deployed as cover crops in the US to produce low-carbon intensity renewable diesel feedstocks
- High-oleic rapeseed has become a preferred source of highly stable and nutritious oil in the food service sector
- Unique EPA/DHA canola oils have recently entered production and are finding applications in nutritional supplements and aquaculture feeds
- Rapeseed protein is being developed as an additional high-quality protein source to supply the emerging plant-based meat replacement markets

“ IRC-2023 will place a spotlight on recent science and technology developments that underpin these and other advances. It's the place to be for Sponsors to showcase their involvement in rapeseed innovations, to hear what's coming in the R&D pipeline, and to get-ahead-of-the-game in capitalising on rapeseed's Golden Opportunities. ”

Rosemary Richards, AOF President



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# Our Hosts



## Australian Oilseeds Federation

The Australian Oilseeds Federation Inc. (AOF) was established in 1970 to represent the common interests of all Australian oilseed industry participants and to promote the development, expansion and improvement of Australian oilseed production.

Representing players across the total oilseed supply chain, AOF has a number of strategic priorities centring around: Consumer Focus, Market Access, Sustainability and Innovation. As well as actively promoting the benefits of Australian oil and meal in domestic and international markets, AOF focuses on protecting and improving access to existing markets, ensuring the Australian oilseed industry is globally recognised as environmentally, socially and economically sustainable, supporting industry freedom to operate, fostering innovation and identifying and developing innovative products and new market opportunities.

Visit [www.australianoilseeds.com](http://www.australianoilseeds.com) for more information.

## GCIRC

*"Building a world community for innovation on rapeseed/canola"*

The Global Council for Innovation in Rapeseed and Canola (GCIRC) is an international association of people interested in technical advances made in the production and processing of rapeseed/canola.

Its principal aim is to develop scientific and technical research as well as studies and experiments concerning the improvement of rapeseed and its processed products from the agronomic, technological and food points of view to ensure close links between researchers.

To fulfil its aims, GCIRC:

- contributes to the coordination of technical studies carried out in the different countries
- assumes responsibility for establishing the dates and locations of International Rapeseed Congresses dealing with rapeseed research every four years
- convenes scientists from different fields and countries in a plenary session or specialised study committees held periodically in between Congresses



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# An Invitation to Sponsor

As President of the Global Council for Innovation in Rapeseed and Canola (GCIRC), it is my pleasure to invite you to be one of a select group of companies to be closely associated with the 16th International Rapeseed Congress, being held in Sydney, Australia, in September 2023.

The International Rapeseed Congress is the pre-eminent scientific and practice-oriented rapeseed Congress globally, occurring only every 4 years. Now into its 6th decade, the IRC provides a forum for experts in science, breeding, agronomic practice, crop protection, animal and human nutrition as well as economics and politics to gather, learn and share latest research and thinking related to rapeseed production, processing and end uses. With a format covering plenary keynote lectures, parallel sessions, and subject-specific workshops, preceded with field tours, the 5-day Congress and Field Tour will attract researchers from across the globe. As the first rapeseed industry event in the post-COVID world, attendance is anticipated to be very strong with industry colleagues being very keen to reconnect with their peers in a face-to-face environment.

Companies that take up the invitation to be closely associated with the Congress by way of sponsorship or partnership, ensure that their company and brand are demonstrating their ongoing commitment to this vibrant and growing industry. Sponsors and partners are guaranteed to have exceptional brand exposure together with a range of other valuable, and in some cases, exclusive benefits according to the level of involvement. The support packages have been developed with the aim of maximising corporate exposure along with broader involvement in the Congress. Packages can also be tailored to your specific needs.

I encourage you to review this Prospectus and take your place amongst a select group of leading companies and organisations that demonstrate their commitment to this Global Crop bursting with Golden Opportunities.



A handwritten signature in black ink, appearing to read 'Robert Wilson', with a small dot at the end.

Robert Wilson  
President, GCIRC



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# Program Timetable

Friday 22nd September 2023	Pre-Congress Field Day Tour
Saturday 23rd September 2023	Sight-Seeing Tours (optional)
Sunday 24th September 2023	Welcome Event, Workshops, Poster Session, Exhibit
Monday 25th September 2023	Program, Workshops, Poster Session, Exhibit
Tuesday 26th September 2023	Program, Workshops, Poster Session, Exhibit, Congress Dinner
Wednesday 27th September 2023	Program, Workshops, Poster Session, Exhibit

## Congress Themes

- Genetics, Genomics and Breeding
- Agronomy, Physiology and Management
- Diseases and Pests
- Quality and Products
- End Uses
- Economy and Markets



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# Program Highlights

The contributions of leading rapeseed science and industry professionals will address the contemporary challenges and opportunities that are to the fore of the rapeseed/canola industry in 2023. These are expected to include such highlights as:

- Engineering of climate resilient varieties
- Gene editing tools for genome study and new trait creation
- Accelerating gain through genomic selection
- Improvements in oil and meal content and quality
- Specialty Omega-3 Canola oils
- Protein meal for improved animal nutrition
- Tailoring protein for new plant-based meat product markets
- Developments in value-adding processing and fractionation
- Dual-purpose grazing/grain varieties and production systems
- Brassica cover crops for low carbon intensity feedstocks
- Emerging genetic and biological technologies for pest and disease control
- Opportunities for rapeseed in emerging renewable fuel and biobased products markets
- Food vs Feed vs Fuel competition for use of rapeseed products
- Geopolitical impacts on future trade and supply chain dynamics



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# Scenic Location

The 16th International Rapeseed Congress and exhibition will take place in Sydney, Australia.

It has been 25 years since Australia last hosted IRC, and the country has much to share with international visitors, including one of the seven wonders of the natural world: the Great Barrier Reef.

The pre-Congress field tour will take place in the heart of Australian canola cropping, the regional hub of Wagga Wagga. Set in the scenic Riverina area of southern NSW, alternative ground and air travel options will be available to connect from Sydney to Wagga and return. Delegates will also have the opportunity to take in the scenic highlights of the world famous Blue Mountains and Three Sisters en-route.



## Sheraton Grand Sydney Hyde Park

With an enchanting park-side location and a range of remarkable spaces, the Sheraton Grand Sydney Hyde Park offers the perfect location for IRC, with direct train connection to Sydney airport.

Conveniently located, adjacent to Sydney's premium shopping district and a short walk or easy train/tram ride to Sydney Harbour, including the Sydney Opera House, Harbour Bridge and historic Rocks district. Sydney's famous restaurant area of Darling Harbour and China Town is a short 10 minute walk from the Congress venue.



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# Reasons to Sponsor

- Attendees from all over the world
- An inspiring and highly targeted global conference
- The largest science-based and practice-orientated Congress in the field of rapeseed research
- IRC brings together scientists from all different scientific disciplines to report on their latest research results every four years
- Access to all relevant rapeseed markets worldwide
- International business opportunities in all sectors of rapeseed production, processing and trading
- Direct contact to leading industry figures, government representatives and globally operating organisations
- Networking opportunities, including representatives from the most important scientific institutions and research institutes, and from leading industrial enterprises from around the world

## Marketing Support

Sponsors and exhibitors at the International Rapeseed Congress are offered full marketing support. Extensive information on the global rapeseed markets, detailed planning on your participation as well as several promotion channels are provided.

Get in touch with scientific institutions and research institutes from around the world - IRC and AOF will help you to achieve maximum benefit.



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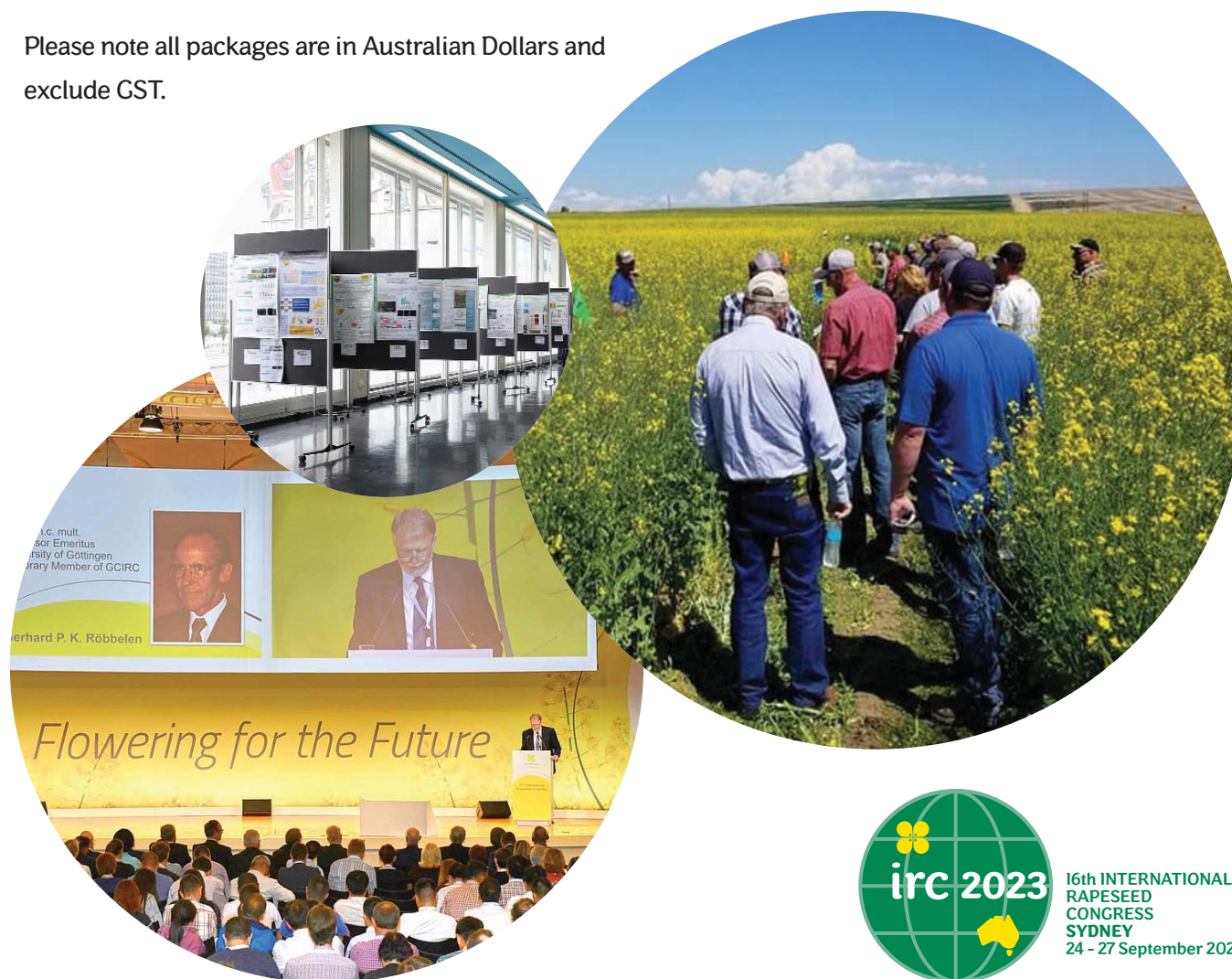


# Packages

IRC-2023 has a range of sponsorship opportunities to promote your company, products and services at the largest science-based and practice-orientated Congress in the field of rapeseed research.

Our packages deliver the highest level of exposure both in the lead up to and during the Congress. In the event of a hybrid Congress, all sponsors will have presence on the virtual platform.

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# Diamond Sponsorship

## \$75,000

- Prominent branding throughout the Congress with exclusive branding opportunities
- Inclusion in plenary address
- Opportunity for chair/keynote speaker to present in preferred theme
- Delegate attendance package structured to your business needs, including Congress tickets, Congress dinner tickets and exhibitor passes
- Double Exhibition Space (in prominent location)
- Dedicated company information section on the Congress website
- 100 word company profile in Congress program book
- Full page advertisement in the Congress programme (artwork to be supplied)
- Up to three promotional materials inserted in the Congress delegate bag
- Prominent exposure as a Diamond Sponsor in the registration portal
- Acknowledgment on social media
- Reserved table at the Congress dinner
- Access to Congress delegate list (subject to privacy laws)



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# Congress Dinner Sponsorship \$50,000

(1 available)

- Naming rights to the Congress dinner
- Opportunity to address guests at dinner
- Opportunity for chair/keynote speaker to present in preferred theme
- Specialist presentation as part of the specialist programme
- Prominent placement of logo at the dinner
- Logo on Congress dinner menu and table number signs
- Prominent reserved tables at dinner
- Delegate attendance package structured to your business needs, including Congress tickets, Congress dinner tickets and exhibitor passes
- Single Exhibition Space
- Company description on the website, (200 words + logo)
- Full page advertisement in the Congress programme (artwork to be supplied)
- Two promotional materials inserted in the Congress delegate bag
- Acknowledgment of company, logo and 50 word profile within Congress program
- Acknowledgement on sponsorship title slide shown throughout the Congress
- Acknowledgment on social media
- Access to Congress delegate list (subject to privacy laws)



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# Gold Sponsorship

## \$45,000

- Keynote speaking opportunity within the program
- Exclusive branding opportunity with high visibility during the Congress
- Five Congress tickets, incl. Congress dinner
- Two Exhibitor passes, excl. Congress dinner
- Single Exhibition Space (in prominent location)
- Company description on the website (150 words + logo)
- Half page advertisement in the Congress programme (artwork to be supplied)
- One promotional material item inserted in the Congress delegate bag
- Acknowledgment of company, logo and 50 word profile within Congress program
- Acknowledgement on sponsorship title slide shown throughout the Congress
- Acknowledgment on social media
- Reserved table at the Congress dinner
- Access to Congress delegate list (subject to privacy laws)



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# Silver Sponsorship

## \$25,000

- Speaking opportunity within the program
- Three Congress tickets, incl. Congress dinner
- Two x Exhibitor passes, excl. Congress dinner
- Single Exhibition Space
- Company description on the website (120 words + logo)
- Half page advertisement in the Congress programme (artwork to be supplied)
- Acknowledgment of company, logo and 50 word profile within Congress program
- Acknowledgement on sponsorship title slide shown throughout the Congress
- Acknowledgment on social media
- Reserved table at the Congress dinner
- Access to Congress delegate list (subject to privacy laws)



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# Additional Sponsorship Opportunities

- Welcome Reception
- Network Lounge
- Tea Breaks
- Lunch Breaks
- Lanyards
- Delegate Bags
- Writing Materials
- Poster Gallery
- WIFI
- Attendee App
- Coffee Cart
- Hand sanitising stations
- Satchel Inserts
- Advertisements in Program Book
- Exhibition Booths

Please speak to our Conference Managers for more information on the above packages.



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The 16th International Rapeseed Congress is the most comprehensive forum for discussing advancement in the global rapeseed industry. Be part of it!

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