

ALL SET UP AND UNDERWAY AT CAC 2016

RLF at the 17th China International Agrochemical and Crop Protection Exhibition (CAC) in Shanghai

by Carol Phillips, Executive Consultant Communications and Media

A lot of effort and energy goes into preparing for a world class international trade exhibition such as CAC. With the preparation now done, the Expo is in full swing at the Shanghai New International Expo Centre, having opened its doors for the first time this year on Wednesday 9th March 2016.

RLF has been a participant for several years now, but the attention to detail, organisation and planning, and the enthusiasm expressed by the RLF team for an event such as this never changes. It is of course, the same attention to detail and team enthusiasm that is expressed for the entire RLF product range, as we talk to our guests and visitors when they attend our Exhibition Space.

RLF is launching two new exciting product ranges during this Exhibition and they will be on full show for the first time. They are :

1. the **JOEY** range of fertilizer products that give the same excellence of RLF's premier products in a simplified and conveniently packaged line of merchandise – for especially selected functions with maximum appeal for small-holding farmers
2. the **KING** range of products especially formulated for a wide range of crop types, including rice and sugarcane, cereal crops, fruits and vegetables and a specialty crop product for commercial and recreational turf surfaces



JOEY
FERTILIZER
Australian Made - Direct to Farm



KING

The following photo-board shows how RLF transformed its space into a fully functional product information and marketing centre. We hope to make your acquaintance during the CAC Exhibition.

The Day Before



On Opening Day



It is expected that over 1,000 exhibiting companies from more than 20 countries will attend this Expo. And it is expected that it will attract more than 30,000 visitors.

RLF is proud of its connection with CAC and RLF Managing Director Ken Hancock said, *"the excellence of our presentation is exceeded only by the excellence of our products. The entire RLF team is looking forward to being of service to you as you learn more about the unique qualities of our liquid fertiliser products"*.

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