



Crop Protection Business Seminar 2006

SECC, Glasgow, 25th October 2006

09.00	<i>Registration and Coffee</i>
09.30	<i>Chairman's Introduction</i>
	SESSION 1 MARKETS
09.40	The Global Market for Agrochemicals <ul style="list-style-type: none">• Global Agrochemical and Crop Biotech Market Performance• Key factors affecting current market conditions• Expectations for the next five years• Industry structure and consolidation• R&D and impact of seeds/biotechnology on company strategy Matthew Phillips, Phillips McDougall
10.15	The European Market for Agrochemicals <ul style="list-style-type: none">• Accession of 10 new countries – implications• Future new member States• Agricultural policy – implications• Where are the opportunities Dr Antony Goulds, Kynetec
10.50	The Polish Market for Agrochemicals <ul style="list-style-type: none">• The market and players• The effect of accession• Major marketing strategies• The future – opportunities Ms Agnieszka Salwach, Martin & Jacob Limited
11.25	<i>Tea/Coffee break</i>

11.45	<p>The Rise and Rise of the Non-Crop Market</p> <ul style="list-style-type: none"> • The Big Picture – US\$15 billion and growing • Drivers of change • What non-crop means for pesticide companies • A consumer products' future – how to understand it <p>Rod Parker, AIS Global</p>
	SESSION 2 PRODUCTS
12.20	<p>The Betanal Story</p> <ul style="list-style-type: none"> • Industry options in off-patent situations • Continuous product innovation to meet customer needs • Branding strategy • Distribution approaches • Intellectual property/data protection <p>Manfred Weiser, Bayer CropScience</p>
12.55	<p>Market Growth and Penetration via Product Acquisitions</p> <ul style="list-style-type: none"> • The Gowan Group: focus on proprietary crop protection chemicals to serve the needs of niche markets and specialty crops. • Case examples of the acquisition, regulatory defence, production and sourcing strategy and commercial repositioning of products. • Lessons learned and options for the future growth. <p>Martin Petersen, Managing Director Gowan Company</p>
1.30	<i>Lunch – Time to network and visit the BCPC Exhibition</i>
	SESSION 3 REGISTRATIONS/DATA PROTECTION AND PATENTS
2.40	TBA – check with web site for update
3.15	<p>Task Forces – A Strategy for Co-operation</p> <ul style="list-style-type: none"> • US vs EU task forces • General legal framework • Commercial implications, apportionment of costs and costs to new members • A strategy for company to company co-operation <p>Ed Sharkey, Ambechem</p>

3.40	<i>Tea/Coffee</i>
4.00	<p>Legal Issues Associated with EU Review and Re-Registrations Processes</p> <ul style="list-style-type: none"> • EU Review: applicable criteria and other criteria applied by regulators (POP, PBT, CMR, etc.) • Re-registration: "step 1" compliance: equivalence check and data protection • Accessing the market as a generic: issues, strategies and case law • Draft Regulation replacing 91/414: from data protection to data compensation? <p>Claudio Mereu, McKenna Long & Aldridge</p>
4.35	<p>Getting A Product Into The EU Market</p> <ul style="list-style-type: none"> • Overview – proprietary vs generic active ingredients and finished products • IPR, registration and market comparisons of agrochemicals with pharmaceuticals • Will the agrochemical market become more generic like the pharmaceutical industry? <p>Dr Nigel Uttley, Enigma Marketing Research</p>
5.10	<p><i>Wrap-up session. Final Questions</i> <i>Chairman's closing remarks</i></p>