

## Sponsored Commercial Seminars

Running alongside the main Congress programme is a series of Sponsored Commercial Seminars. These events are organised by businesses who have prepared their own programme of speakers on commercially-orientated subjects.

These seminars are designed to appeal to directors and senior managers with commercial or research-based responsibilities – individuals who may well be in Glasgow to participate in more business orientated activities, rather than attending the main Congress. For example those delegates exhibiting or visiting the BCPC Exhibition or using the occasion to meet and network with customers and colleagues.

A separate registration fee is payable to attend any of these Sponsored Commercial Seminars – see registration details on page 18.

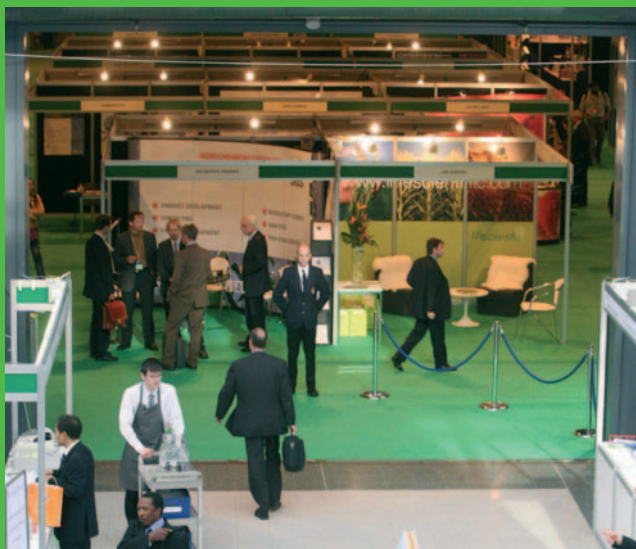
## Visit the BCPC Exhibition

Entry to the BCPC Exhibition is free of charge for all visitors. Combine attendance at one of these Sponsored Commercial Seminars with a visit to the Exhibition.

Over 100 companies will be represented in the Exhibition covering the full range of service and product suppliers to the worldwide crop protection and crop production industries. These include organisations working within contract research and manufacturing, agrochemical active ingredients, adjuvants and finished products, bio-pesticides and bio-stimulants, plant nutrients, sprayers and application equipment, product packaging, publications and information services/systems.

### Exhibition opening hours

Monday 15 October 2007	11.00 - 17.30
Tuesday 16 October 2007	08.45 - 17.30
Wednesday 17 October 2007	08.45 - 15.30



## Beyond agriculture – Opportunities to diversify

09.00 - 14.00 Tues 16 October

Leven Suite, SECC

Organised by PestBusiness.com through Active Solutions and Xenex Associates.

Looking for new opportunities outside agriculture? This half-day seminar for directors and senior managers offers an insight into the world beyond agriculture taking in the non-crop sectors including amenity, consumer, ornamentals and public health pest management.

**Rod Parker**, (*Managing Director, AIS, London, UK*) will outline the size and scope of the global non-crop market. He will draw on new 2006 data to reveal the key changes since the last survey in 2001. How fast is the non-crop market growing? Which countries are leading that growth? Which market sectors are the rising stars? Where are tomorrow's opportunities?

Understanding the route to market is one of the key building blocks for diversification success. **Rob Fryatt** (*Senior Consultant, Xenex Associates, Horsham, UK*) will look at the key players in the non-crop market. Who are they? How do they operate? What do they expect from pesticide manufacturers? In particular he will highlight the different channels to market prevalent in the non-crop arena.

Technical and regulatory differences will also be addressed. Data requirements do differ, often significantly. For example, crop residues tend to be much less of an issue in the sectors which are beyond agriculture and the regulatory focus is generally on the urban environment.

Specific market sector sessions will follow. Engaging with the consumer market is often a major challenge as the key companies in this sector – organisations like Tesco, Carréfour and so on expect a much greater degree of control over the products they promote and sell than is normal in the crop market.

Globalisation in the pest management industry will be addressed by **Ted Brown** (*Senior Consultant, Copthall Associates, East Grinstead, UK*). Dealing with international pest control businesses – each of which have a client base of even larger global businesses – presents significant management challenges and contrasts widely with the crop protection market.

Finally, **Martin Brown** (*Managing Director, Exosect, Winchester, UK*) will share his experiences covering the highs and lows of making the transition from an agriculture company to one operating beyond agriculture.

Consult [www.pestbusiness.com](http://www.pestbusiness.com) for details.

## The role of crop protection product stewardship in agriculture

09.00 - 17.30 Tues 16 October  
Leven Suite, SECC

Organised by Carlton Consultancy in collaboration with the Central Science Laboratory, Bayer CropScience and Syngenta Crop Protection.

This one-day international seminar will explore the role of product stewardship in the management of crop protection products around the world.

The seminar will begin with an examination of the importance of product stewardship in agriculture from the standpoint of a number of different stakeholders. Case studies will be presented by industry to give an in depth view on the practicalities associated with stewardship campaigns relating to both human and environmental issues. Representatives of a cross section of regulatory authorities will review the links which exist between product authorisation and stewardship programmes, with reference to the kind of conditions which may apply in these circumstances. Roles and responsibilities will be explored as part of the final session devoted to developing an integrated approach to product stewardship.

The seminar not only aims to inform, but also to stimulate debate and to generate enthusiasm for future collaboration between different stakeholders in this important area.

The meeting will be chaired by **Professor Tony Hardy** (*Science Director, Agri-Environment, CSL, York, UK and Chair of the European Food Safety Authority Scientific Panel on Plant Protection Products and their Residues.*)

Speakers will include: **Keith Jones**, (*Manager for Stewardship and Sustainable Agriculture, Croplife International, Brussels, Belgium*); **Dr Tim Snow**, (*Manager, Wildlife Conflict Prevention Group, Endangered Wildlife Trust, Parkview, South Africa*); **Eduard Bruckner**, (*Agricultural Advisor, Nestec, Nestlé, Vevey, Switzerland*); **David Cliffe**, (*National Specialist, Farming and Wildlife Advisory Group, Taunton, UK*); **Dr Peter Ohs**, (*Senior Safe Use Assurance Manager, Bayer CropScience, Monheim, Germany*); **Dr Richard Brown**, (*Head of Product Stewardship & Sustainable Agriculture, Syngenta Crop Protection, Basel, Switzerland*); **Dr Rob Carlton**, (*Director, Carlton Consultancy, Erôme, France*) and **Dr Norlito Gicana**, (*Director, Fertilizer and Pesticide Authority, Quezon City, Philippines*)

In addition, a speaker from the EU Commission DG Environment will address the importance of stewardship in agriculture whilst a speaker from the US EPA will review the link between stewardship and authorisations in the US.



Bayer CropScience



## Developing successful business strategies

09.00 - 17.30 Wed 17 October &  
09.00 - 13.00 Thurs 18 October

Crowne Plaza Hotel

Organised by *Crop Protection Monthly* and Enigma Marketing Research

This year's Crop Protection Business Seminar will again create a forum for stimulating educated debate on critical commercial issues facing the agrochemical industry. Expert speakers will assist delegates to understand the drivers influencing the global agrochemical industry.

Setting the scene, business analyst **Gautam Sirur** (*Cropnosis, Edinburgh, UK*) will provide an overview of the rapidly changing global crop protection industry focusing on overproduction, energy costs, the environment and innovation. Presentations on developing markets will include one on South America given by **Burkhard Kleffman** (*Global CEO, Kleffman Group, Lüdinghausen, Germany*).

Case studies will cover the crop and non-crop sectors. **Mike Carroll** (*Global Regulatory Affairs Manager, Dow AgroSciences, Abingdon, UK*) will present on the important topic of product stewardship and how it helps to secure market share. **Dr Richard Youngman** (*Stähler International, Stade, Germany*) will discuss how Stähler has grown from a domestic, family-owned distributor to become a pan-European player.

Supply chain management is a key area for improving profitability. **Dr Hans Elmsheuser**, (*Head of Global Purchasing, Syngenta, Basle, Switzerland*) will discuss sourcing issues in a global market and how to become a preferred supplier. **Dr Uwe Brunk**, (*Chair of the Agrochemical Intermediate Manufacturers in Europe – AIME*) will focus on how to maximise profitability and minimise risk. **Dr Dirk Steffan** (*Gowan Company, Yuma, USA*) will outline supply chain strategies for an agrochemical marketing organisation.

Sessions on the R&D and generic sectors will include **Dr Matthew Phillips** (*Phillips McDougall, Edinburgh, UK*) who will discuss the cost of new product development, the impact of GM crops, company R&D focus and the major products under development. **Dr Noam Mushkin**, (*Patent Attorney, Makhteshim Agan, Tel-Aviv, Israel*) will outline the legal hurdles facing companies developing generics. He will discuss how to develop strategies for affordable and enforceable IPR. Other speakers in these sessions will present how their businesses are responding to market needs through innovative R&D and robust generic marketing strategies.

Other presentations include the thorny issue of parallel importing and the impact of the new EU regulations due to replace 91/414 and how these issues may affect the balance between generic and proprietary compounds in the market.



Crop Protection  
Business Seminar  
2007