



Cornell University
College of Agriculture
and Life Sciences

CORNELL-IN-INDIA & SATHGURU



Seed Industry Program

Traits - Markets - Growth - Leadership

17 - 21 January, 2011
Hyderabad, India



Introduction

The seed industry has matured over the years moving from conventional breeding of high yielding varieties by publicly funded seed companies and hybrids by the private sector to developing transgenic seeds using genetic engineering.

The seed industry now has evolved into a multibillion dollar industry, thanks to pioneering researches in biotechnology and genetics. It is now in a position to meet the demand of diverse agro-climatic conditions and intensive cropping systems. Key factors impacting on the agricultural product market are technology and policy, which also have profound influence on the seed industry as a high-tech industry. Great returns, enormous market, technological and policy advances have made the seed industry an eye-catching sub-industry in the agriculture sector.

This transition occurred within the last 10 years and the sector has expanded with the presence of more and more private sector seed companies. The intensifying international competition, shorter product life cycles for new varieties, increasing R&D costs and complexities of biotechnology and increasing concentration within the food processing and retail sector has helped countries such as India, China, Thailand, Indonesia and Philippines that are strategically positioned to become the hub of seed industry development.

Recent initiatives have been mostly focused on upgrading seed development technologies. In the context of the emerging Asian market, the questions that arise are:

- ◆ How to sustain the growth phase, address emerging needs of markets and leverage access to innovations through technology licensing and product delivery rights?
- ◆ Will pricing issues, regulations and protection of genetic resources continue to attract strategic attention of the key players in the sector?
- ◆ Will genetic engineering and privatization of seeds continue to be a major activity?
- ◆ Should the public sector work more aggressively with the private forces shaping this sector?
- ◆ What sort of public-private collaborations should be promoted?

There are several more segments of the learning curve that the seed companies have to traverse to emerge as a significant force in the global markets. Key benchmarks are missing and there's urgent need to provide this learning to the seed industry to help them evolve into global businesses.

The Seed Industry Program-2011, the fourth in the series, will focus on enhancing the ability of the participants to understand emerging issues and develop strategic solutions to augment business through deeper understanding of research management, technology access through licensing, regulatory compliance, market access factors and business restructuring.

Program Structure

During the five days, the attendees will participate in intensive sessions of lectures, case studies and group project-based exercises. The course will cover key areas such as:

Trends and strategies

- ◆ The big picture - global seed industry trends
- ◆ Dynamics of emerging markets
- ◆ Competitive benchmarking
- ◆ Enterprise valuation dynamics and consolidation strategies
- ◆ Public-private partnership options and strategies

Research and technology management

- ◆ Genetic resource access and breeding strategies in the public and private sector.
- ◆ Intellectual property protection, PVP and technology access strategies.
- ◆ Biotech for trait-specific genetic resource development strategy, regulations and product delivery.

Regulations

- ◆ Trends in regulations
- ◆ Impact of regulations on cost, timeline and market access

Markets and marketing

- ◆ Innovations in market access and seed delivery.
- ◆ Innovative products, new markets and novel delivery options.

Case study on GE crop development, technology transfer and delivery.

Methodology

- ◆ Cross-cultural and cross-enterprise learning: The participants will have an opportunity to interact with people working in different geographical locations from the same sector.
- ◆ Interaction with the faculty: The participants get to access the world's best faculty in the field of agriculture and life sciences from Cornell University
- ◆ Lectures, group exercises & case studies: The course will engage the participants in practical discussions, lectures, group exercise, case studies and strategic skills that they need to successfully execute in the field.



Who will benefit?

- ◆ Senior managers from the seed industry engaged in the development of strategic plans, market development, product management, research and product development, regulations and operations.
- ◆ Regulators from federal and state governments engaged in regulating the seed sector
- ◆ Senior managers from public extension and research organizations.
- ◆ Academia from agricultural universities.

The diversity of participants will provide an enhanced learning opportunity for the participants.

Cornell University

An Ivy League university located in Ithaca, New York, USA, it is one of the world's leading universities providing education to about 18,000 students from the world over. These students are guided by about 1,600 able faculty comprising mostly of internationally recognized authorities in their respective fields. The research interests and activities of this faculty have placed Cornell amongst the world's best research institutions. Cornell's College of Agriculture and Life Sciences (CALS) is recognized as the leading agricultural university in the world. CALS was instrumental in establishing the International Agricultural Research System involved in education and research partnerships in several countries in Asia since the Green Revolution. CALS has strong linkages with the global seed sector in providing access to genetic resources and in transferring technologies that are appropriate for incorporating relevant traits in various crops. CCTEC is a repository of intellectual properties generated at Cornell University.



Sathguru Management Consultants

Sathguru is engaged in the development of life science sector over the last two decades across the Asian region. The Life Sciences Strategy Group actively interacts with local and international government bodies, NGOs and private sector companies to provide business strategy advisory services and technology transfer support to the farm and food sector. Sathguru has been engaged by multilateral development bodies and policy planners to integrate the food chain and accelerate international market access. Sathguru is responsible for managing the ABSPII for the South Asian region. ABSPII is globally managed by Cornell University. Sathguru represents Cornell's College of Agriculture and Life Sciences in India in several research, education and technology transfer initiatives. Sathguru has been responsible for the successful transfer of appropriate technologies to the seed sector over the last decade.



Faculty

Ronnie Coffman is the Director of International Programs at Cornell University and a senior faculty with over 35 years of teaching and research experience and has been directing agriculture and life science research at Cornell for over 20 years. His strategic contributions for the Cornell engagement in the Asian region relate to Indo-US joint initiatives for the seed sector, farm extension and food industry development and joint research projects for the development of stress tolerance traits in horticulture and cereal crops. Ronnie is a member of number of global committees and is rated among the senior most plant breeders in the world today.

K. V. Raman is a Professor at Cornell University in the College of Agriculture and Life Sciences (CALS). Dr. Raman brings with him 25 years of technology transfer experience, initially as Director of ISAAA, as a senior researcher at CIP, Peru and later as the faculty in-charge of special projects at Cornell. Currently Dr. Raman is the Associate Director of Agriculture Biotechnology Support Project II (ABSPII) at Cornell and is in charge of the Agri Business Management Courses held at Cornell. Dr. Raman has provided consultancy services to the global seed industry over the last ten years for the identification of biotic and abiotic stress factors, transfer of traits for commercial opportunities and regulatory advisory for commercialization of genetically modified crops.

Richard Cahoon is the Director of the Cornell Center for Technology, Enterprise and Commercialization (CCTEC), the independent arm of Cornell University that is engaged in licensing Cornell developed germplasm, research tools, biological materials and technologies. CCTEC is the one and only source for industry to link up with Cornell for sponsored research driven intellectual property creation and acquisition of IP rights through licensing. Dr. Cahoon is a biologist with over 20 years of experience in licensing technologies to global seed companies. He is also one of the active licensing professionals heading a large team of technology transfer professionals at Cornell University.

Vijayaraghavan is the Chief Executive of Sathguru. Vijay has offered his services to governments in leading seed producing countries in Asia. Apart from this is also engaged in advising the global seed industry in the development of new traits, commercialization of genetically modified crops, regulatory regime compliances and strategic planning for new enterprise development. Vijay was responsible for creating public-private partnerships for the seed sector with the constitution of several consortiums for the development and delivery of seeds with appropriate traits. Vijay is a licensing professional with 20 years of experience and is currently the President of the Society for Technology Management (STEM), an association for technology licensing professionals. He is an international committee member of the Association of University Technology Managers (AUTM), USA and is an advisor to the US Agency for International Development (USAID) and United States Department for Agriculture (USDA) in several of their initiatives in the Asian region.

Ragunathan is a Fellow Chartered Accountant and a Fellow Management Consultant. His expertise is in the seed industry consulting group's intervention in the Asian region. Ragu works with the seed industry to plan strategic growth and consolidation through acquisitions. He has developed innovative valuation models for the seed industry to enhance and optimize their value proposition. He is also a consultant to leading venture capitalists in the world who have invested in the seed industry. He is a member of DFK international, a network of global business advisors providing cross country advisory support for multinational seed enterprises.

Program Venue

The program will be held at Taj Deccan located in the pearl city of Hyderabad's elite Banjara Hills.

Registration

To apply, please complete the enclosed application form and mail or fax it to Sathguru along with proof of payment. You may also complete the registration formalities online at <http://www.sathguru.com/ceeregistration/nominee.php>

Payment in USD

You may transfer the amount to Citibank, New York, Swift Code: CITIUS33 to the credit of Citibank NA, India Nostro Account No. 100990895 for onward credit to EEFC Account No. 307174391 of Sathguru Management Consultants Pvt Ltd A/c EDP with Citibank NA, Hyderabad, India.

Payment in INR

Issue a cheque/demand draft in favour of "Sathguru Management Consultants Pvt Ltd A/c EDP" or via online transfer to account no. 0307174359 of Sathguru Management Consultants Pvt Ltd A/c EDP with Citibank NA, Hyderabad, India.

Program Fee

Overseas Participants (In USD)	
Single Occupancy	1300
Twin Occupancy (Per Participant)	1000

Indian Participants (In INR)	
Single Occupancy	65,000
Twin Occupancy (Per Participant)	50,000

- ◆ Service tax will be levied as applicable on the above fee

Fee Includes	Fee Does Not Include
<ul style="list-style-type: none">⊙ Course Material⊙ Tuition⊙ Graduation⊙ Board⊙ Accommodation	<ul style="list-style-type: none">⊙ Travel (Domestic / International)⊙ Visa⊙ Insurance⊙ Incidentals apart from inclusions

Note:

- ◆ Due to class size constraints, the program is intended for a limited number of participants and access will be provided on a space available (first come-first served) basis.
- ◆ Nominations for multiple participants are encouraged. However, no more than five nominations will be accepted from a single organization so as to ensure diversity in the participation profile.
- ◆ Nominations for twin occupancy will be accepted only in two or multiples of thereof from the same organization.
- ◆ Overseas participants will be provided with an invitation for their visa processing once their nominations are registered. The participants will then be responsible for applying and for obtaining the applicable visa to travel to India and participate in the program.
- ◆ No refunds will be made for cancellations. However, substitutions are accepted prior to the commencement of the program.

Disclaimer: Cornell University and Sathguru reserve the right to change, without notice, any statement in this brochure concerning but not limited to the course structure, the faculty, tuition fee, policies and rules. If the course structure undergoes a change, every effort will be made to implement these changes in the participants' best interest.

Participants Feedback



Contacts

Mrs. Hemalatha or Ms. Manisha Baji

For more information on the program kindly visit the FAQ's section at <http://www.sathguru.com/seeds>

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