

KUALA LUMPUR
16-17 Nov 2009
Crowne Plaza Mutiara Hotel

AgriBiotech & Crop Protection Markets

Technology Innovations & Regulatory Framework
to Strengthen Sustainable Agriculture

Monsanto
Syngenta
Nestle Malaysia
SGS
Excel Crop Care Ltd
CropLife Asia
Cropnosis Ltd
ISAAA

Society for Promotion &
Innovation of Biopesticides
Center for Chinese
Agricultural Policy
Kasetsart University Bangkok
ICAMA
Department of Agriculture
Malaysia

Ministry of Agriculture Republic
of Indonesia
Department of Agriculture,
Philippines
Ministry of Agriculture &
Rural Development, Vietnam
Agriculture Pest Warning
Punjab Province

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Day 1 - Monday, 16 November

- 8.00 Registration & Refreshment
- 9.00 Chairman's Welcome and Remarks
- 9.10 **Global Crop Industry Outlook: What will Drive Global Agriculture & the Crop Protection**
- M & A Trail – More to come?
 - Shift in agricultural value chain due to bio fuel market growth and its impact on energy industry
 - Investing for the long term – seeds or chemicals?"
 - What will be the long term impact on global crop protection market due to economic slowdown?
 - Value addition and opportunities
- Gautam Sirur Principal Consultant
Croponosis Limited*
- 9.40 **Improving the Sustainability of the Agri-Food Supply Chains – Food Producer Perspective**
- Challenges in Agri-Food production and supply
 - Food safety concern
 - Update on consumer acceptance on GM Products
- Yong Lee Keng, Agriculture Services Manager
Nestle Malaysia*
- 10.10 **Global Seed Market Outlook**
- Brian S Uken Vice President, Asia Pacific, Monsanto*
- 10.40 Discussion followed by Coffee
- 11.10 **Biotechnology, Agriculture and Improving Food Security – Industry Perspective**
- Senior Representative, Syngenta*
- 11.40 **Protection of IPR and Product Integrity**
- Counterfeiting in global crop protection industry
 - The protection of IPR and product integrity in global crop protection
 - Case study: Anti-counterfeiting in Asia
 - Future protection of IPR
- James Rotherham, Regional Security Manager, CropLife Asia*
- 12.10 **Global/Asia: Status of GM Crops Market – A Critical Analysis**
- Current market trend and main driver for growth
 - GM crops acceptance in Asia - Challenges and opportunities

- New biotechnology food and crops: Science, safety and society
 - Socio-economic impact of GM crops: The case of corn and rice in the Asia/Philippines
- Randy A. Hautea Center Director and ISAAA Global Coordinator
International Service for the Acquisition of Agri-biotech Applications (ISAAA)*
- 12.40 Discussion followed by lunch
- 14.00 **Status of Pesticides Management in Malaysia**
- Overview of agriculture in Malaysia
 - Review of the status of Pesticide manufacture, use and trade
 - Main driver for growth
 - Update on the environmental protection and regulations on agrichem products
- Department of Agriculture Malaysia
Halimi Mahmud, Deputy Director of the Pesticides Control Division*
- 14.30 **GM Market Acceptance in China**
- Junfei Bai, Research Fellow
Center for Chinese Agricultural Policy,
Chinese Academy of Sciences*
- 15.00 Discussion followed by Tea
- 15.30 **Survey and Development of China Pesticide Industry**
- An overview of China Pesticide industry
 - Pesticide Policy
 - Pesticide Manufacture, Use and Trade
 - Investment plan of crop protection products
 - Main driver for growth
- Institute for the Control of Agrochemicals
Ministry of Agriculture (ICAMA)
Wu Zhifeng, Deputy Director*
- 16.00 **Chinese Corn and Soya Farmers' Perceptions and Expectations from Seed and Crop Protection Technologies**
- Are the farmers unit size growing in China? If yes, how fast?
 - Agrochemicals and seeds; What comes first - price, quality, relationship, tradition/brand?
 - What influences the choice of agrochem or seeds?
 - Do you follow the recommendation on how to use the product?
- Bernardo Nogueira, Business Development Manager
SGS*

- 16.30 **Biopesticides: An Insight into their Potential versus Performance and Strategies for Future Growth**
- Current commercial products and their performances
 - Market scenario and prospects
 - Analyses of strength and limitations of biopesticides
 - Registration norms and IPR
 - Policies and strategies to promote biopesticides
- T. M. Manjunath, Vice President
Society for Promotion & Innovation of Biopesticides
Former Director, Monsanto Research Centre, Bangalore, India*

17.00 Discussion & End of Day one

Day 2 - Tuesday, 17 November

- 9.00 Chairman's Remarks
- Agriculture Outlook & its Impact on Crop Protection Markets in**
- 9.05 **Philippines**
- Republic of the Philippines. Department of Agriculture
Norlito R. Gicana, Executive Director-Fertilizer & Pesticide Authority*
- 9.35 **India**
- Current status and prospect
 - Main driver for growth
 - Position and market share of its crop protection industry in the world
 - Technology innovation
 - Update on the environmental protection and regulations on agrichem products
 - Latest standards for pesticide residues and food safety
 - Challenges and opportunities
- Arun Dhuri, VP, Registration and business development
Excel Crop Care Limited India*
- 10.05 **Pakistan**
- Agriculture outlook
 - Current situation and main drivers for growth
 - Environmental protection and regulations on agrichem products
 - Prospect of crop protection
- Agriculture Pest Warning (PW&QCP) Punjab Province
Ijaz Parvez, Director General*
- 10.35 Discussion followed by Coffee

- 11.05 **Indonesia**
- Overview of agriculture in Indonesia
 - Current situations and main driver for growth
 - Update on the environmental protection and regulations on agrichem products
 - Future challenges and opportunities
- Ministry of Agriculture Republic of Indonesia**
Tri Susetyo, Director General for Food Crop,
Head of the Directorate of Plant Protection
- 11.35 **Vietnam**
- Agriculture Development in Vietnam
 - Main driver for growth
 - Update on the environmental protection and regulation on agrichem products
 - Future Challenges and opportunities
- Ministry of Agriculture and Rural Development, Vietnam**
Tran Thi Phuong Hoa, Plant Protection Department
- 12.05 **GM Crops Development in Indonesia**
- Current market trend and future prospects
 - Research status of GM technology
 - Impact of GM crops on pesticides used
 - Regulating GM crops
 - GM acceptance in Indonesia
 - Ex ante study of GM crops
- Ministry of Agriculture Republic of Indonesia**
Sugiono Moeljopawiro, Senior Scientist, Centre for Agricultural Biotechnology
& Genetic Resources R & D
- 12.35 Discussion followed by Lunch
- 14.00 **Bt-Cotton in India: The Technology Wins!**
- Need for Bt technology
 - Regulatory approvals and challenges faced
 - Safety, performance and adoption
 - Socio-economic and environmental impacts
 - Propsects of other Bt crops
- T. M. Manjunath, Former Director,
Monsanto Research Centre, Bangalore, India;
Vice President, **Society for Promotion & Innovation of Biopesticides**
- 14.30 **Development of Drought Resistant Rice in Thailand**
- Current research on rice biotechnology in Thailand
 - Assessing the impact of drought-tolerant rice
 - Regulations on the use of biotechnology in Thailand
 - Technology innovation for development of drought resistant rice
- Orachos Napsintuwong, Department of Agricultural and Resource Economics
Kasetsart University Bangkok, Thailand
- 15.00 Discussion followed by Tea
- 15.30 **Development of Herbicide Tolerant Crops**
- 16.00 **Pesticides and Chemical Control Methods in Crop Protection**
- 16.30 Final Discussion and End of Conference

In 2008 the world's focus shifted to agricultural commodities and global food supplies as prices reached record levels. Agriculture reached the mainstream and governments and policy makers focused on food security. Climate change brings with it production uncertainty and the world's population continues to grow.

The greatest challenge is to increase food production and improve product quality in an environmentally sustainable manner. Attend CMT's **AgriBiotech and Crop Protection Markets** to gain insight on the latest market information, advanced technology, and regional development on crop protection.

While most companies move towards developing technologies and products that can contribute directly to improving agricultural productivity, the protection of intellectual property is crucial for crop protection companies to bring new technology on stream. What are the government's plans with regards to IPR protection?

13.3 million farmers in a record 25 countries planted 125 million hectares of biotech crops last year, the sixth largest growth spurt in 13 years of reporting. The 2 billionth cumulative acres of biotech crops also was planted in 2008, just three years after the first billionth acre, a milestone which required a decade to reach. (Source: ISAAA 2008 Annual Report).

This highlights the increasing government recognition of biotech crops or even genetically modified crops, and facilitating farmers access to it. The role of biotechnology needs to be fully understood by farmers, policy makers, regulators and consumers. **Are the regimes appropriate and is the regulatory and policy environment keeping pace with the development of technology? How can policymaking be improved to ease the dissemination and commercialization of agricultural biotechnologies?** With the world population expected to exceed eight billion by 2025, biotech is claimed the key to increase food production. **However, what is the level of public acceptance of GM food?**

CMT's **AgriBiotech and Crop Protection Markets** is an event not to be missed! Sign up with your team today to enjoy group discount! Register online at www.cmtevents.com

Key Reasons to attend – Find out

- Trends in large scale farming and impact on supply chain
- Assessments of the regulatory & policy environments in **Asean, China** and **Pakistan**
- Are more crop protection companies targeted for mergers & acquisitions?
- Overview of seed market
- Latest development in crop biotech & consumer's acceptance
- Global status of GM Crops and where GM Crops are already being commercially grown by farmers
- Development of drought resistant rice and regulations on use of biotech in **Thailand**
- Addressing counterfeit in global crop protection industry
- Biopesticide potential versus performance and strategies for future growth
- **Chinese** corn and soya farmer's perception on seed and crop protection technologies
- Impact of GM Crops for small holder farmers in the **Philippines**
- Prospects of Bt Cotton in **India**
- Networking opportunities with researchers, policymakers, regional and international organizations.

Attend **CMT's AgriBiotech & Crop Protection Markets** and discover investment and business opportunities

You will network with

- CEOs • General Managers
- Formulators, R & D Directors
- Business Development Directors
- Business Analyst • Regional Directors
- Government Authorities/Associations
 - Agrochemical Manufacturers
- Fine & Specialty Chemicals Suppliers
- Financial Institution • Legal Advisor
- Consultants • Farm-related Institution
 - Life-Science Companies

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FEES

The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

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* Terms and conditions apply.

Cancellations, Refunds & Transfers: A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

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CONFERENCE VENUE

CMT has arranged special discounted room rate at RM 340 / RM 380 (Deluxe Single/Double) + 10% Service Charge + 5% Government Tax per room per night inclusive of buffet breakfast (subject to room and rate availability) for delegates at **Crowne Plaza Mutiara Kuala Lumpur**. Please complete Hotel Reservation Form, which is emailed together with invoice, providing full credit card number and expiry date & fax/email completed form directly to:

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Cut-off date: 16-10-2009

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