

Cornell
CALS

College of Agriculture
and Life Sciences



Since 1985

CORNELL UNIVERSITY & SATHGURU



Seed Industry Program

Markets - Traits - Technology - Regulations - Strategy

02nd - 06th November, 2020

Web-based program



Global seed industry is undergoing significant transformation due to rapid strides made in traits development, traits convergence and smarter reach of products to growers and application of information analytics for strategic business growth. Seed sector organizations need to prepare themselves for the changing dynamics of markets, technology flow, regulatory frameworks and the strategic convergence of the Input Industry to provide holistic solutions to farmers. The participants will gain exposure in aligning various forces influencing seed industry dynamics and prepare themselves to gain and retain competitive advantage.

The intensive five day course covers 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
- 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
- Bio-property access regulations and legal frameworks



Markets and Marketing

- Innovations in market access and seed delivery
- Innovative products and new markets
- Options including information analytics driven reach to growers



Methodology

Cross-cultural and Cross-enterprise learning:

The participants will have an opportunity to interact with people working in the same sector from different geographical locations

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 exercises and case discussions focused on strategic decision approaches in overarching areas of seed sector

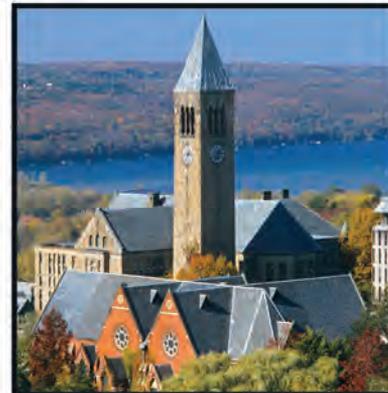
Who will benefit

- Senior managers from the seed Industry engaged in the development of strategic planning, 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
- Public researchers

The diversity of participants will provide unmatched learning opportunity for the participants.

About Cornell

Cornell University, an Ivy League University founded in 1865 is located at Ithaca, New York. It is home to around 20,000 students from 120 countries, led by about 3000 world class faculties including Noble laureates and Rhodes scholars. The College of Agriculture and Life Sciences (CALs), instrumental in establishing the International Agricultural Research System, has been 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. Center for Technology Licensing (CTL) is a repository of intellectual properties generated at Cornell University. Cornell is in the forefront of genomics driven advancements in crop trait improvement.



About Sathguru

Sathguru Management Consultants is a global research and consulting organization engaged in life science strategy advisory, research management advisory, intellectual property management guidance and public policy advisory. Sathguru pursues research and advisory for the seed sector in accessing technologies for contemporary trait needs, regulatory adherence and market access. Sathguru has developed frameworks for number of countries in areas such as biotechnology and intellectual property management regulations.

Faculty



Ronnie Coffman is the director of International Programs at College of Agriculture and Life Sciences (CALs), Cornell University. His strategic contribution in global agriculture development spans over four decades. He is a World Agriculture Prize Laureate and is among the senior most plant breeders today. Coffman's contribution in supporting public research and private sector engagement in next generation crop Improvement has addressed global problems.

K.V. Raman is the International Professor of Plant Breeding & Genetics, and Associate Director of Special Projects with International Programs at the College of Agriculture & Life Sciences; Cornell University. His expertise is in the areas of integrated pest management, plant biotechnology and international technology transfer projects in South America, Africa and Asia. His work has included advisory support to World Bank; International Finance Corporation; Consultative Group for International Agricultural Research; private sector firms, and many national programs.



Richard Cahoon held the position of director of technology transfer office at Cornell University for a decade prior to establishing RS Cahoon & Associates as an independent technology management practice. His expertise is in technology assessment, management and commercialization. He has transformed over 300 inventions into revenue-generating intellectual property packages.

K. Vijayaraghavan is the CEO of Sathguru Management Consultants and Regional Coordinator of CALs research programs. Vijay combines Innovation focus in enterprises and strategy to create and sustain their competitive advantage. He has advised worldwide seed sector in forecasting trends and in enhancing their competitiveness through smart adoption of innovation. He has advised governments in emerging economies in creating a conducive policy framework for agri business enterprises to stay competitive and nurture growth. Vijay is also 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.



Alan George Taylor is a Professor of Horticulture at CALs, Cornell University. His research areas include crop Science, horticultural sciences and seed science. Taylor's research program can best be described as "modern seed technology," with many well-organized projects for multi-stakeholders. The emphasis is on post-harvest aspects of seed quality/dormancy, seed treatments and coating technologies.

Ragunathan, one of the directors of Sathguru Management Consultants, is a fellow chartered accountant and a 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.



Venue

Web-based program

Session Timings

2:00pm - 6:30pm IST / 3:30pm - 8:00pm ICT /

11:30am - 4:00pm EAT / 9:30am - 2:00pm WAT / 10:30am - 3:00pm CET

Registration

To apply, please complete the registration formalities online at

<http://www.sathguru.com/ceeregistration/nominee.html>

Program Fee

| Overseas Participants (In USD) | | Indian Participants (In INR) | |
|--------------------------------|-----|------------------------------|--------|
| Participant | 400 | Participant | 22,000 |

Payment in INR

• Online transfer via RTGS/NEFT to account no. **912020047528817** of Sathguru Management Consultants Pvt Ltd a/c CEE with Axis Bank Ltd, Hyderabad, India with IFSC code **UTIB0000008**

(Or)

• Cheque/demand draft in favour of "Sathguru Management Consultants Pvt Ltd a/c CEE"

Payment in USD

You may transfer the amount to JP MORGAN CHASE, NEW YORK, USA, Swift Code: **CHASUS33XXX** for onward credit to EEFC Account No. **912020047798948** of Sathguru Management Consultants Pvt Ltd a/c CEE with Axis Bank Ltd, Begumpet, Hyderabad, India.

Note

- Formal registration takes place only after the payment of fees
- While substitutions are accepted prior to the commencement of the program, no refunds will be made for cancellations
- Due to class size constraint, registration will be provided on a space available (first come, first serve) basis
- Multiple nominations are encouraged, however not more than five will be accepted from a single organization to ensure diversity of participant profile
- Overseas participants will be provided with an invitation for the Indian Visa processing once the nominations are registered. They will then be responsible for obtaining the Visa to travel and participate in the program

Testimonials

"This program helped me in understanding latest technologies adopted globally and also formulate new strategies to stay competitive."

**Sameer Agrawal,
Shriram Fertilisers &
Chemicals**

"All the presentations were very useful and this is the first time I got a chance to think about the future of the Seed Industry"

**Kiyoki Iboshi,
Known-You Seed Pvt. Ltd.**

"Highly recommended program for agri professionals from different functional and technical backgrounds to understand the advancements of seed Industry"

**Sagar Lahoti,
East-West Seed.**

"It enlightens about the recent trends which most of the seed companies needs to catch urgently to remain competitive. It is an eye opener"

**Amit Rastogi,
Coromandel
International Limited**

"Great Opportunity to learn from Best & World's Renowned faculty in Agriculture with Practical Relevance"

**Stacy Nafula Mwangala
The Syngenta Foundation
for Sustainable Agriculture**

Disclaimer: Cornell University and Sathguru reserve the rights to change without notice details of the program described in this brochure concerning but not limited to the course structure, the faculty, tuition fees, policies and rules. Every effort will be made to ensure that the changes will be made in the best interest of the participants.

Cornell Sathguru Executive Education

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