

Seed Industry Program 2009

The seed industry executive development program organized by the Center for Executive Education, Sathguru Management Consultants and the College of Agriculture and Life Sciences (CALs), Cornell University, Ithaca, NY, USA, was held from 26 to 30 October, 2009 at the The Marriott in Hyderabad, India. The primary focus of the program was to enhance the participants' ability to develop strategic solutions to augment business through a deeper understanding of research management, technology access through licensing, regulatory compliance, market access factors and business restructuring.

Participants representing government bodies, academic and research institutions, and seed companies from India and abroad were addressed by distinguished faculty from both academia and industry. This year's program was marked by increased participation from abroad as roughly a third from countries across Europe, Asia and the Americas made their way to city of Hyderabad to learn and also share their expertise on the various aspects of the seed industry with their peers in India. The nations represented were Bangladesh, Pakistan, Malaysia, Japan, Denmark, Netherlands, Tajikistan, Zimbabwe the US and the UK.

Beginning with an inspiring presentation by Ronnie Coffman Director, International Programs at CALs, Cornell University in which he emphasized the importance of plant breeding in the improvement of human productivity and the maintenance of global competitiveness, the four day program provided participants with an intensive exposure to the various aspects related to the seed industry including:

- Detailed case discussions on product development such as the Ring Spot Resistant Papaya, Fruit and Shoot Borer Resistant Brinjal, Rust Resistant Wheat and Seedless Fruits
- Global trends and challenges in the seed sector, socio-economics of organic seed production and technology developments in the area of high yielding, disease resistant and durable seeds
- Aspects in technology management such as licensing, patent and non-patent protection of intellectual assets and technology access
- Perspectives on gaining strategic technology leadership, effective valuation principles and metrics for the seed industry, regulatory trends and principles for evaluating small food and feed crops

Increased participation from other countries and a good mix of representation from public and private sectors ensured greater depth in post presentation discussions as participants were able to share their myriad experiences and insights on various topics and thereby greatly increase individual awareness of the immense potential for growth in the industry.