



Cornell University
College of Agriculture
and Life Sciences



Seed Industry Program

5 - 8 March, 2012, Goa, India

The Seed Industry has now evolved into a multibillion dollar industry. Great returns, enormous market and technological advances have made the seed industry an attractive sub-industry in the agricultural sector and an important focus area for capital investors.

The presence of more private sector companies; intensifying international competition; shorter product life cycles for new varieties; increasing R&D costs and advances in biotechnology and increasing focus on the retail sector has helped countries such as India, China, Thailand, Indonesia and Philippines to position themselves as the development hub for the seed industry. 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 is urgent need to provide this learning to the seed industry to help them evolve into global businesses.

The Seed Industry Program-2012 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.



Seed Industry Program

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Goa, India

“It is a good program for corporate business executives to update themselves in terms of technology and business information”

Mr. Seraj Ahmad, Advanta

“A good effort to update knowledge for those engaged in research and seed production”

*Dr. Sarbjit Singh Bal
Punjab Agricultural University*

Program Structure

During the four days, the participants 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.

For more details please visit:

www.sathguru.com/seeds

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.



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, case studies and strategic skills that can be successfully executed in the field.



Faculty

Ronnie Coffman



Director, International Programs, Cornell University

K. V. Raman



Assoc. Director, International Programs at CALS, Cornell University

Richard Cahoon



Director, Cornell Center for Technology, Enterprise and Commercialization

K. Vijayaraghavan



CEO, Sathguru Management Consultants and Regional Coordinator of CALS research programs in South Asia.

Ragunathan



Director, Sathguru Management Consultants and Visiting fellow at CALS, Cornell University

“Excellent opportunity for learning new events in the seed industry at global level”

*Dr. A Bharathi
Tamil Nadu Agricultural University*

“Very contemporary program and relevant for development to third world countries”

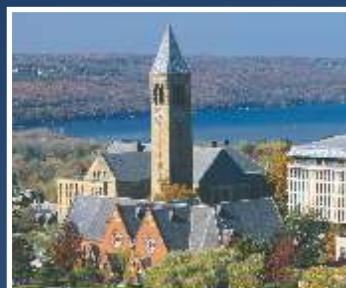
*Mr. Pregalathan Pillay
Dept of Agriculture, Forestry and Fisheries, South Africa*

Apply at:
<http://www.sathguru.com/ceeregistration/nominee.php>



About Cornell

Cornell University, an Ivy League University founded in 1865 is located at Ithaca, New York is a leading institution. It is home to around 20,000 students from 120 countries, lead by about 3000 world class faculties including Nobel laureates and Rhodes scholars. The College of Agriculture and Life Sciences, 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. CCTEC is a repository of intellectual properties generated at Cornell University.



About Sathguru

Sathguru Management Consultants is an India-based consulting firm engaged in various consulting projects across the world. The Corporate Life Sciences Strategy Group actively interacts with local and international government bodies, NGOs and private sector companies to provide strategic advisory services, regulatory capacity building and technology management support. Sathguru has been engaged by multilateral development bodies and policy planners to integrate food chain and accelerate international market access for food products in several developing countries across the world. Sathguru leads in providing corporate solutions to the global farm and food industry.



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.

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

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 inclusion

- Service tax will be levied as applicable on the above fee
- Twin occupancy requests will be accepted only if both participants are from the same organization

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 (IFSC Code: CITI0000006) of Sathguru Management Consultants Pvt Ltd A/c EDP with Citibank NA, Hyderabad, India.

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. 0307174391 of Sathguru Management Consultants Pvt Ltd A/c EDP with Citibank NA, Hyderabad, India.

Note

- While substitutions are accepted prior to the commencement of the program, no refunds will be made for cancellations.
- Due to class size constraints, 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 shall 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.

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.



Center for Executive Education

Manager - CEE or Mrs. Hemalatha

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