

Tenth East Asia Plant Variety Protection Forum 11-12
September 2017 at Nay Pyi Taw, Myanmar
Investment and PVP system management - Point of view from
country risk management

September 12, 2017

Nepido, Myanmar

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Mikado Kyowa Seed Co., Ltd.





I NEED YOU !!

- Voice from Foreign Seed companies ?
- Voice from your country farmers ?
- You can make it right !

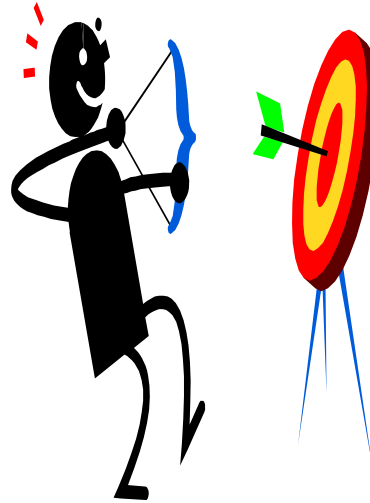


Introduction

- 1. Investment (1)-(7)
- 2. Management (1)-(10)
- Country Risk (1)-(7)
- Closing (1)-(4)



Investment (1)



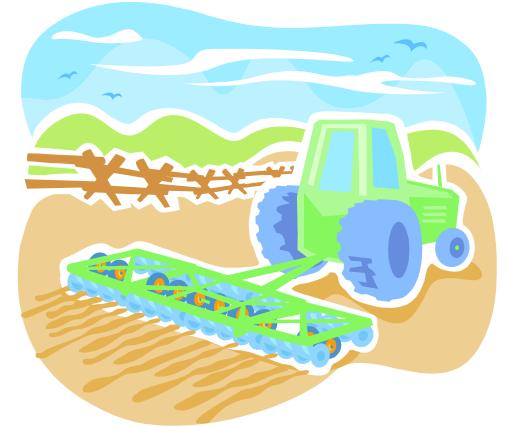
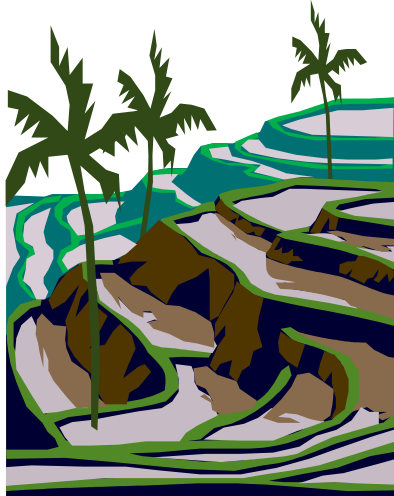
Investment (2)

A TYPE

- Export Seed for Sales
- Promotion & Marketing
- Company
- Research & Development
- Breeding Company

B TYPE

Investment(3)



Investment(4)

A
TYPE



B
TYPE

- Export Seed for Sales
- Production of the Seed

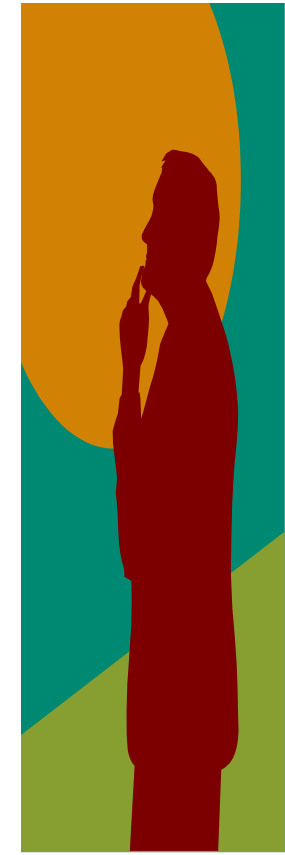
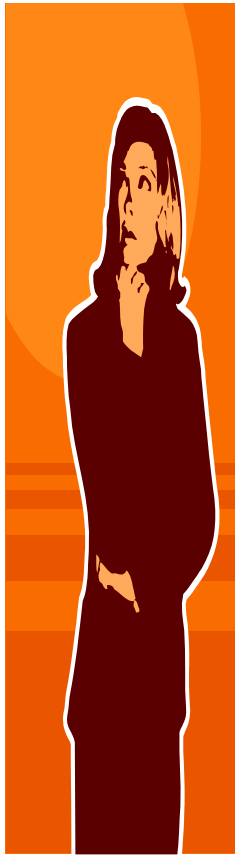
Investment(5)

- Type B : Development history of Seed Company in Asia.



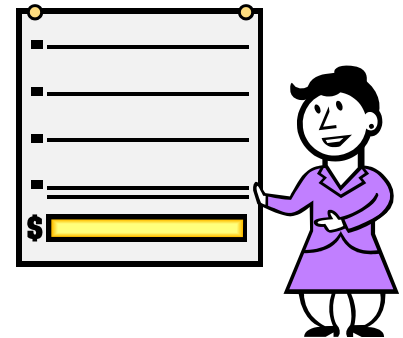
Investment (6)

- TYPE B SWOT ANALYSE



Investment (7)

▪ TYPE B SWOT ANALYSE(2)



STRONG

- Tech Transferable
- Better Understandings

OPPORTUNITY

- Develop domestic seed company
- Less initial investment in terms of money.

WEEKNESS

- Long time investment
- Changing risk

THREAT

- PVP set up
- Education for seed purchase

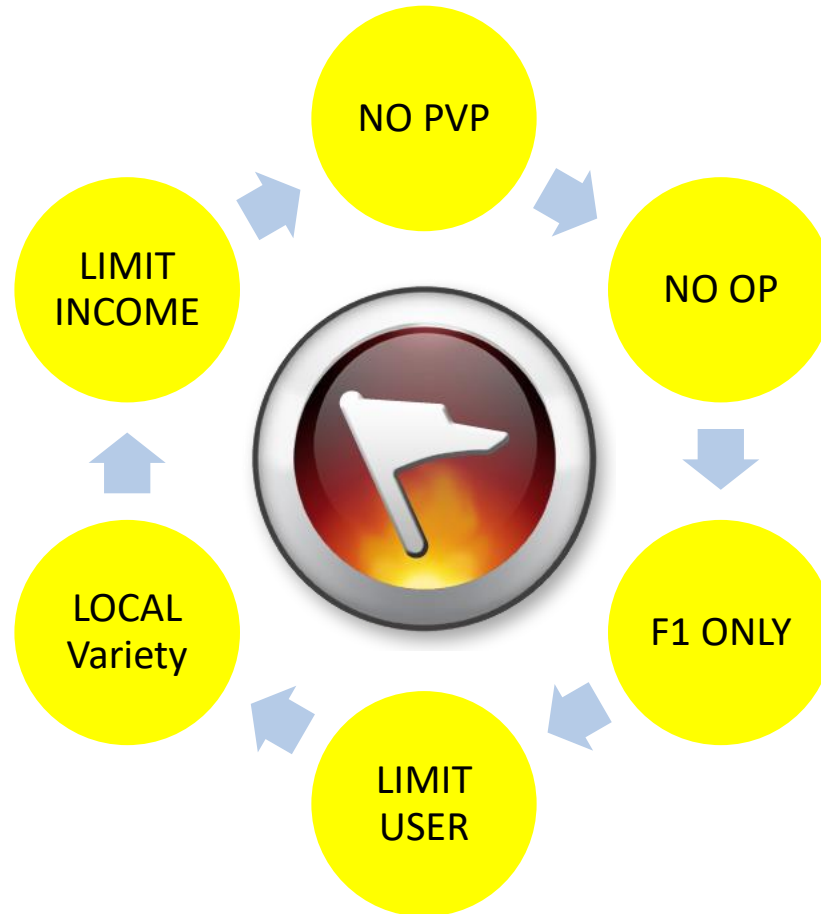
PVP(1)

- Plant Variety Protection
- NO PVP WORLD
- PVP WORLD



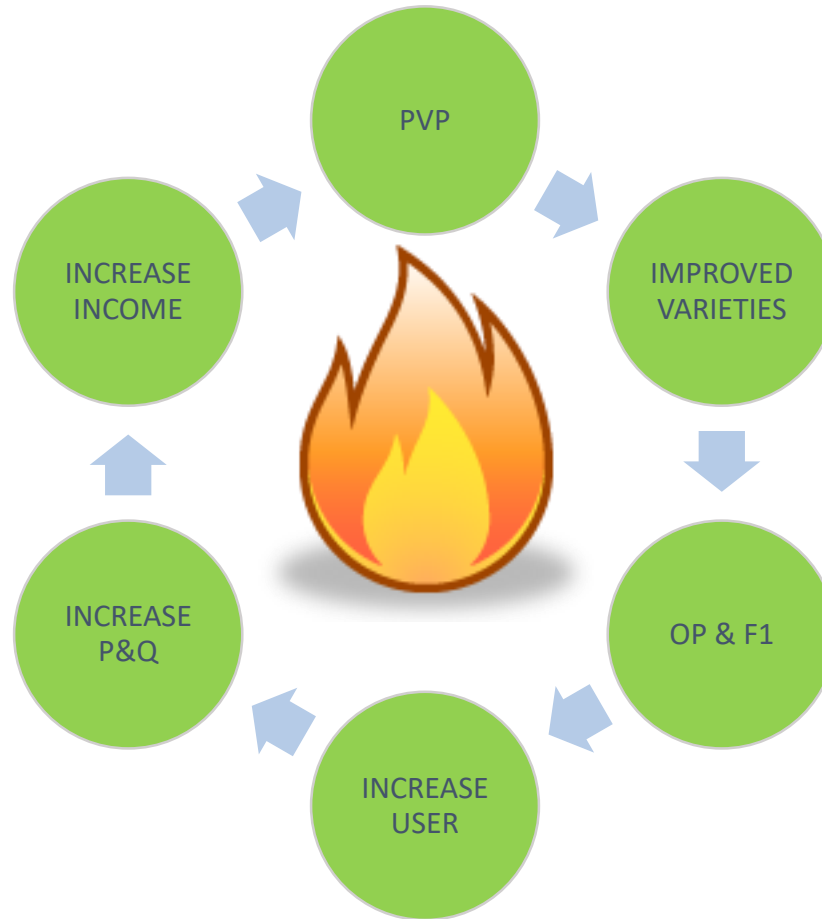
PVP(2)

- NO PVP SYSTEM



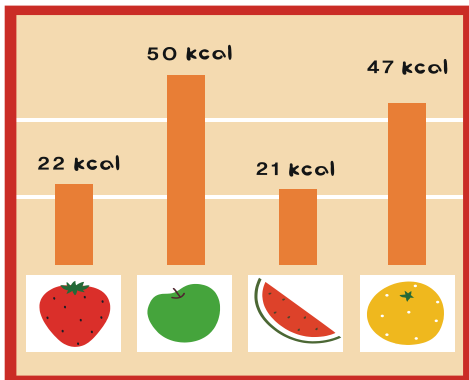
PVP(3)

- PVP SYSTEM



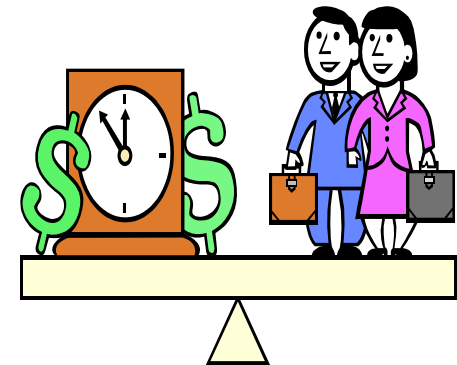
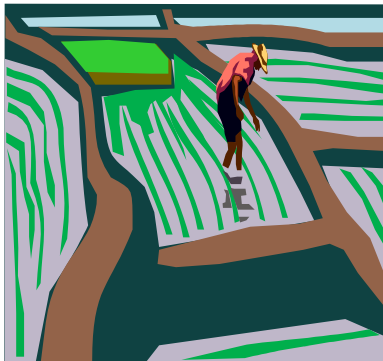
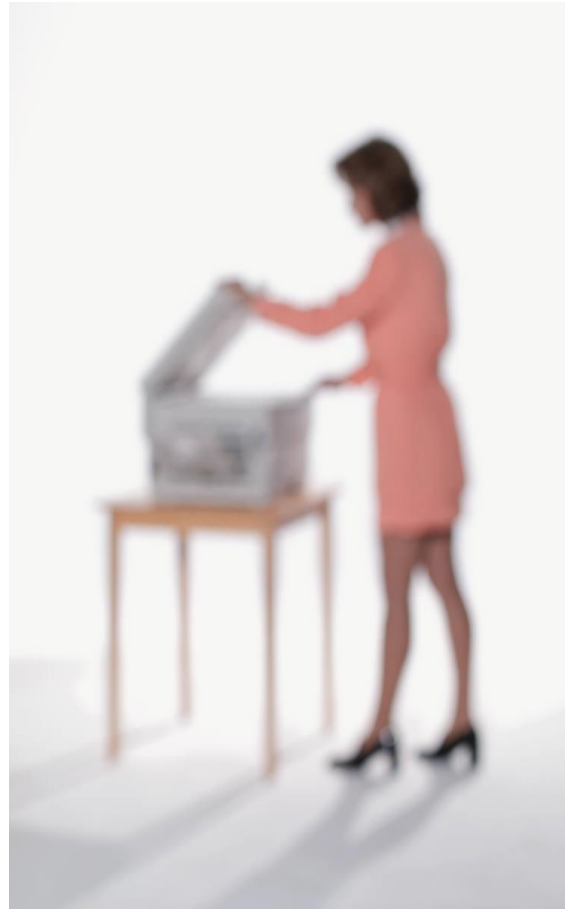
MANAGEMENT (1)

- Basics of PVP management strategy is three:
 - 1. Education
 - 2. Enforcement
 - 3. Efficiency (Cost & Time)



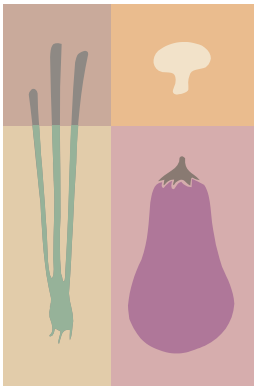
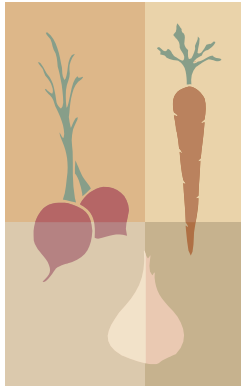
Management (2)

- in Education



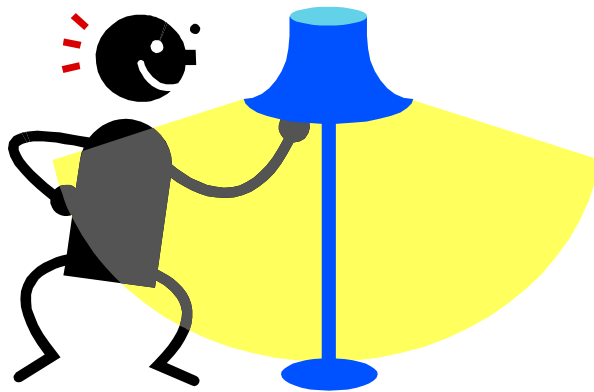
Management(3)

- in Education



Management (4)

- in Education



Management(5)

▪ in Education

- High cost and time oriented business .
- New varieties could increase productivity and quality.
- Worthwhile to spend a money and time for farming practice rather than reproduction.
- Best farmer to become seedman to create seed company for famers.



Management(6)

- in Enforcement

- Indispensable
- Minimization



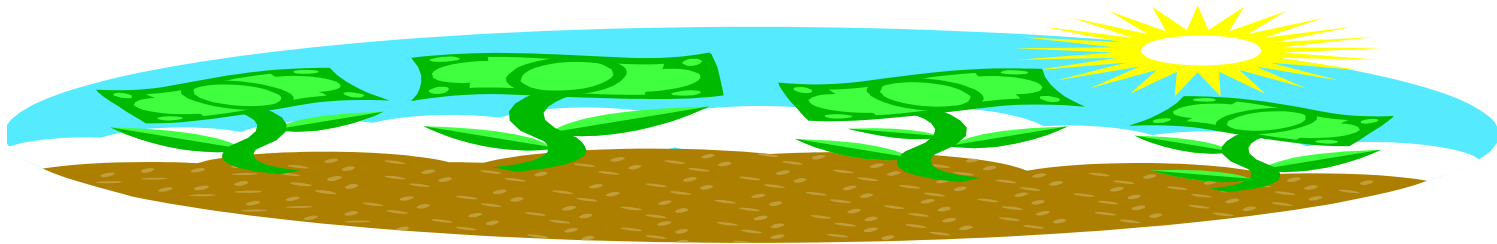
Management (7)

- in enforcement



Management (8)

- in Cost Efficiency
- Lowest Cost in Education
- Highest Cost in Enforcement
- Concentrate the spices and variety for protection
- Cooperate with authorities over the world
- Do not mixed up with MTA matter.



Management(9)

- in Cost sufficiency(POWER Structure)



Enforcement

Consultation

Education

Management (10)

- in Cost sufficiency(Cost Structure)

Enforcement

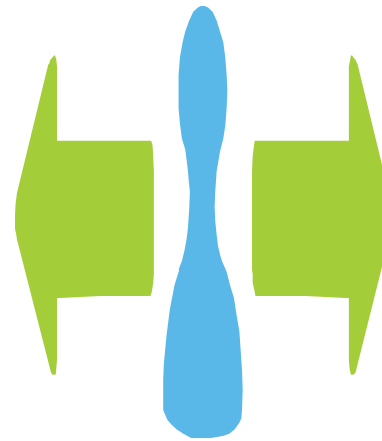
Consultation

Education



Country Risk(1)

- Risk from the view on No PVP countries:
- Risk from the view on the overseas seed companies into No PVP countries:



Country Risk (2) (Country)

- Farm Saved Seed:



Country Risk (2) (Country)

- Foreign company domination



Country Risk (3) (Country)

- Farm saved seed :
 - (1) UPOV is KEY
 - (2) Register and Breed
-
- Foreign Company domination
 - (1) All private sector must follow the same rule
 - (2) Creation of the breeding company is the key

Country Risk (4) (Seed Company)

- Growers
- PVP implementation
- Stable Government and its Policy

Country Risk (5) (Seed Company)

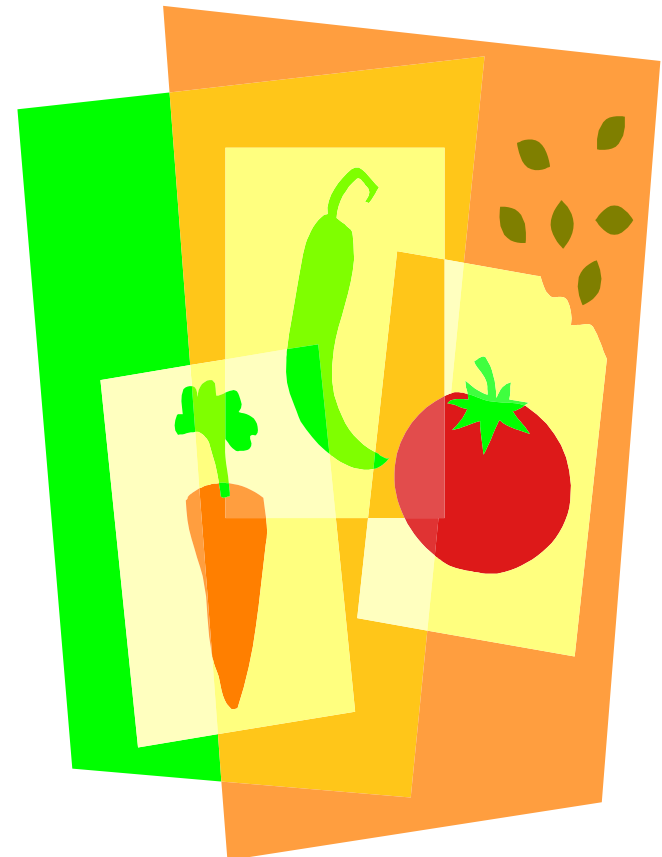
- Growers



Aristotle

Country Risk (6) (Seed Company)

- PVP implementation



Country Risk (7) (Seed Company)

- Stable Government and its Policy

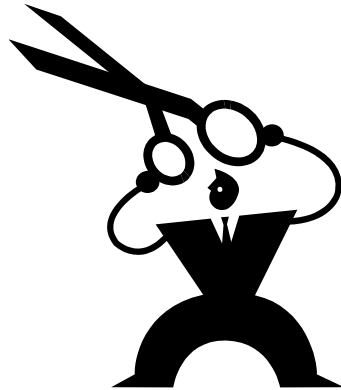


CLOSING(1)

- Real Country Risk to be concerned
- (1) Practical and Cost sufficient
- (2) Recognition of your own variety
- (3) Slow development of the breeders

CLOSING(2)

- Practical and Cost sufficient



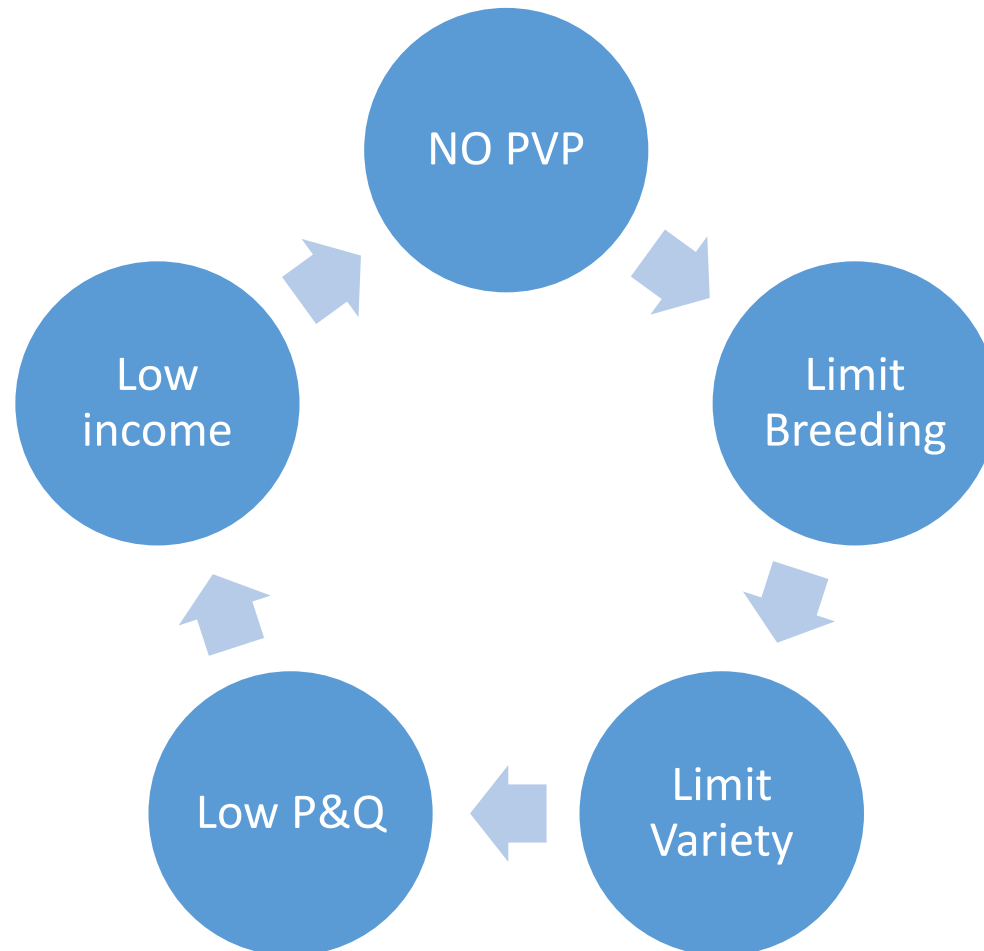
CLOSING(3)

- (2) Recognition of your own variety



CLOSING(4)

- (3) Slow development of breeders



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Thank you for your kind **attention.**