

Investment Opportunity for ASEAN Countries

East Asia Plant Variety Protection Forum

August 28, 2024 /

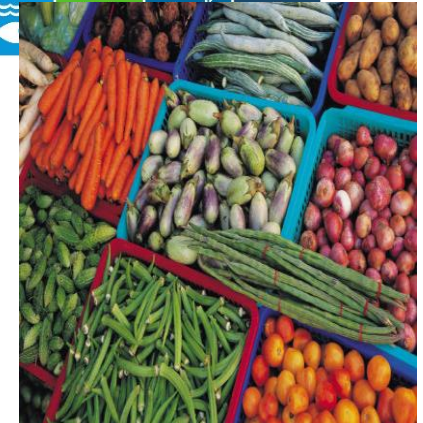
Phnom Penh, Cambodia

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-CBD committee Chair, JASTA

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(Japan)

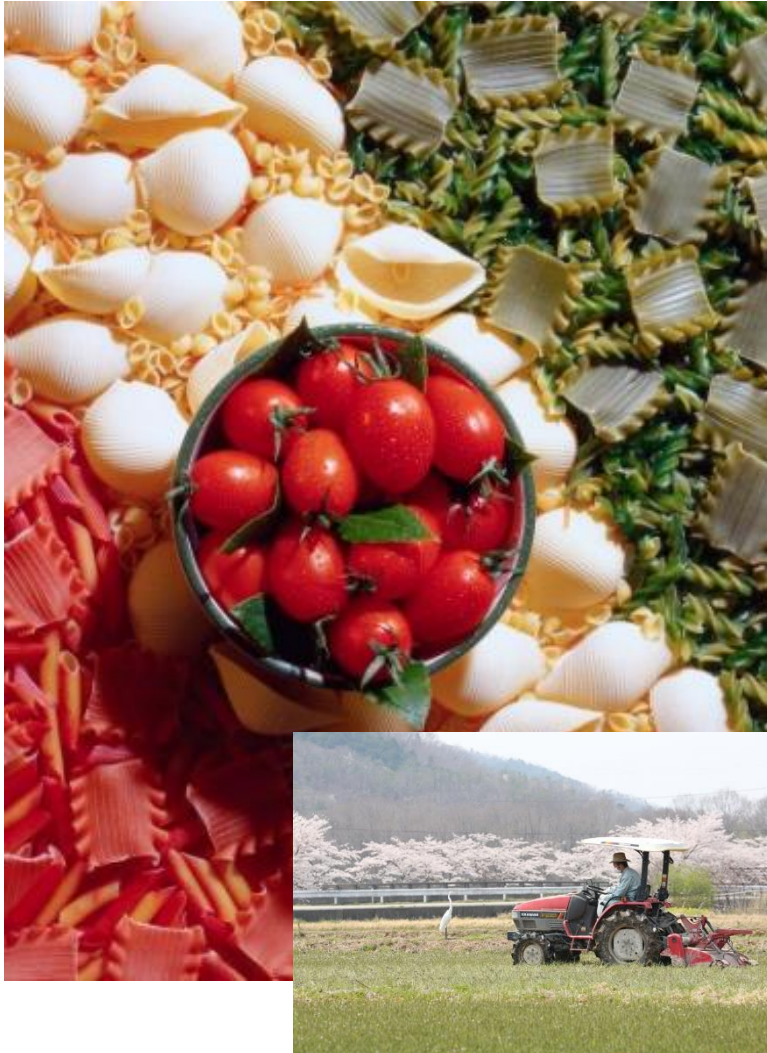


Personal Introduction



- Born in seedman's family
- Working in the most of the department of seed company.
- Experience large scale company and small scale company.
- APSA Executive Committee for 10 years and President.
- Long time commitment for the CBD& PVP under the name of JASTA

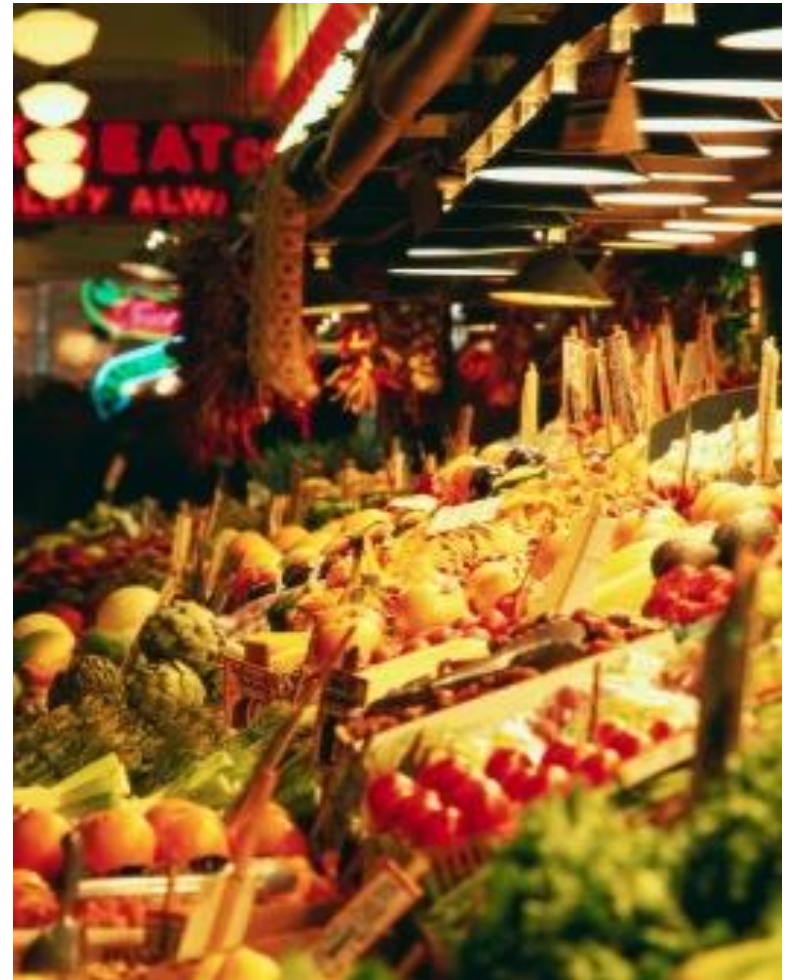
Introduction



- Long time investment.
- Secure the investment .
- Decision making = PVP is an important key.
- Creation on New PVP market =
- Current market < New PVP market

Summary

- 1. Basic Needs
- 2. Intellectual Property Right
- 3. Plant Variety Protection
- 4. Seed Industry
- 5. Conclusion
- 6. Case Study
- 7. Prospect from the other dimension
- “ A Implementation Plan “



I. Basic Needs



- Natural Condition (Climate ...)
- Human Resources (Young ...)
- Intellectual Property Right (Patent and ...)

2. Intellectual Property Right



- Patent
- Plant Variety Protection (UPOV)



3. Plant Variety Protection (UPOV System)

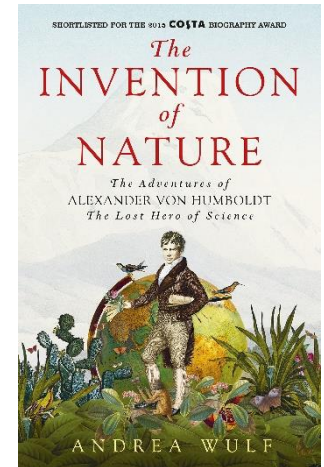
- **Why we need PVP System in the region ?**
- **1. Prevent Copy Variety**
 - = Plant variety is relatively easy to copy (multiply).
- **2. Prevent Fake Variety**
 - = Clear identification to prove variety which belongs to.
- **3. Develop and encourage breeding activity**
 - = Both private sector as well as public sector.
 - Not only secure the right of varieties: but also, utilize further breeding activity.
- **Result:**
- **Encourage Investment**
 - = Create new market for plant variety for secure the investment.



4. Seed Industry



- Process of the New PVP Market development :
- Phase 1
 - = Introduction of **New Variety**
 - (Increase farmer's income)
- Phase 2
 - = Seed **Production** and **Processing**
 - (Technology Transfer)
- Phase 3
 - = Encourage breeders to **create** better variety
 - (Secure the investment and return)



5. Conclusion



- PVP System will invite investment to create better market as follows in the region :
- 1. Increase quantity & improve quality
- 2. Increase farmers income
- 3. Smooth transition for industrialization
(Food and National security)

6. Case Studies

What happened in the region.



6-1 Case Study I

- Experienced Case in Some country:
- Beans Case :
 - 1. Trial
 - 2. Stolen
 - 3. Multiply & Sold
 - 4. Export (Fresh & Processed)
 - 5. Negative impact (No introduction of New Variety)
 - 6. Negative impact
 - (1) No improvement for beans fresh production.
 - (2) Lost opportunity for export market



6-2 Case Study 2



- Banana Case:
 1. Big Item in the region (large variety number)
 2. Registration (DUS test)Needed
 3. Protect breeders rights
- Result:
 1. Prevent claims the rights from the other region.





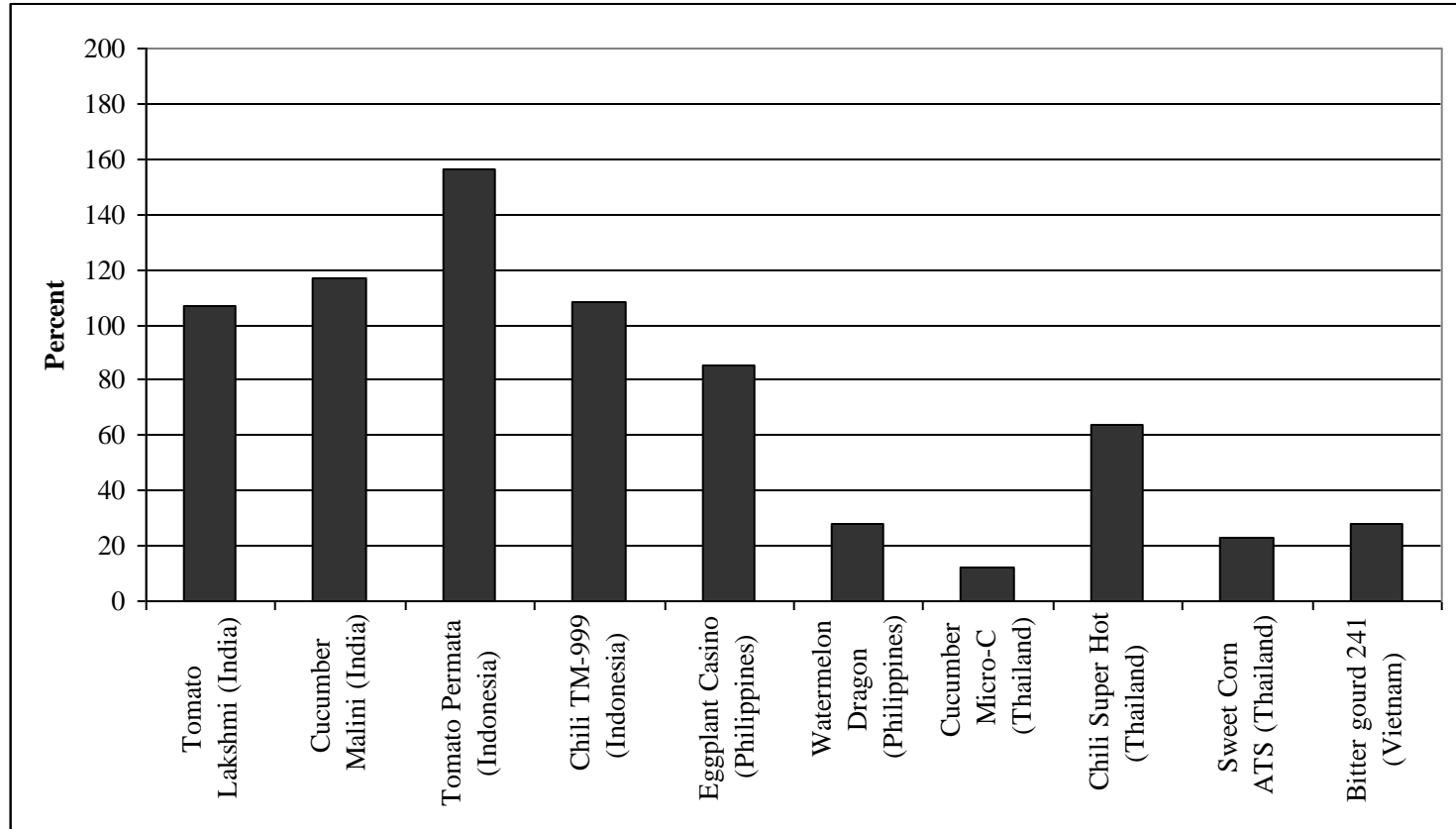
7. PROSPECT FROM THE OTHER DIMENSION AND IMPLEMENTATION PLAN



7-1 Improved Vegetable Farming Technology in Asia: An Overview of Results of Case Studies in Five Countries

Derek Eaton and Rolien Wiersinga
Agricultural Economics Research Institute (LEI)

Increases in income from adopting hybrid observed in case study locations



7-2 Implementation Plan



The 6 reasons for become advanced agricultural country

- Year around production
- Economic Scale
- Large Population
- High Purchasing Power
- Acceptance for New Cousine
- High Industrial Level and Farming Level

Implementation Plan “Population”

**World No.3
populated
Region**

	Name	Lank	Population	World Lank
1	Indonesia	1	234.38	4
2	Philipine	2	94.01	12
3	Vietnam	3	88.26	13
4	Thailand	4	63.88	20
5	Myamer	5	61.18	23
6	Malaysia	6	26.25	43
7	Cambodia	7	14.29	67
8	Laos	8	6.44	104
9	Singapore	9	5.17	112
	Total		593.86	
			x 1M	

Population in the World

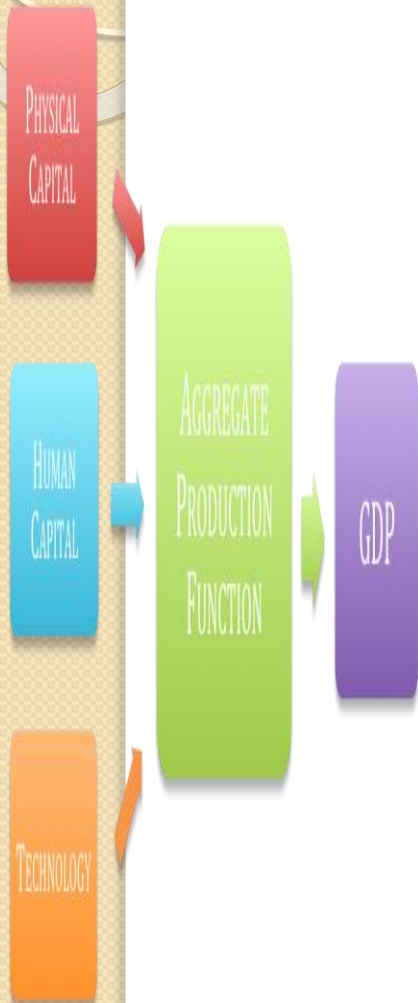
Lank	Name	Population
1	China	1341
2	India	1215
	ASEAN	593.86
3	USA	310
4	Indonesia	234.38
5	Brazil	193.25



POPULATION

Implementation Plan “GDP”

**World No. 8
GDP Region**



	Name	Lank	GDP	World Lank
1	Indonesia	1	706.74	18
2	Thailand	2	318.85	30
3	Malaysia	3	237.96	37
4	Singapore	4	222.7	40
5	Philipine	5	188.72	47
6	Vietnam	6	103.57	58
7	Myamer	7	42.45	78
8	Cambodia	8	11.63	120
9	Laos	9	6.34	137
	Total		1838.96	
			US\$1B	

GDP in the World

Lank	Name	Population
1	USA	14657.8
2	China	5878.26
3	Japan	5458.87
4	Germany	3315.64
5	France	2582.53
6	UK	2247.46
7	Brazil	2090.31
8	Italy	2055.11
	ASEAN	1838.96
9	Canada	1574.05
10	India	1537.87

Implementation Plan



- Few Advice from a private sector:
- “ Need PVP system : but, in relevant cost.”

- 1. Regional Cooperation
- = May consider Asia CPVO .
- (1) **One stop** registration
- (2) Minimum DUS test Centre
- (3) Information Share
- 2. Education
- (1) **Ethics**
- (2) Minimum Cost

Thank you for your attention.

**PVP FOR
DEVELOPMENT OF THE
SEED MARKET IN ASIA.**

SPECIAL THANK YOU FOR THE SUPPORT

FROM MR. MADOKA KOSHIBE.

