

Investment Opportunity for ASEAN Countries

East Asia Plant Variety Protection Forum

August 03, 2023 /

Vientiane, Laos

President / Vilmorin-Mikado Co. Ltd

(JASTA Representative

for CBD committee)

Madoka Koshisbe



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 commitement 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. Case Study
- 8. Implementation Plan



Basic Needs

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



Intellectual Property Right

- Patent
- Plant Variety Protection (UPOV)



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.
- Result:
 - Encourage Investment
 - = Create new market for plant variety for secure the investment.

Seed Industry

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



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 security and land security)

Case Study I



- How can we create new PVP market in the region ?
- **Strawberry Case :**
 - 1. UPOV rule registration in Japan.
 - 2. Grown for several years in Korea without licensed.
 - 3. Refuse its export to Japanese market.
 - 4. Korea will be able to export licenced Japanese varieties , now.
 - 5. Japanese breeder has gained
 - 6. Korean farmer and exporter will gain , soon.

Case Study 2

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



Case Study 3

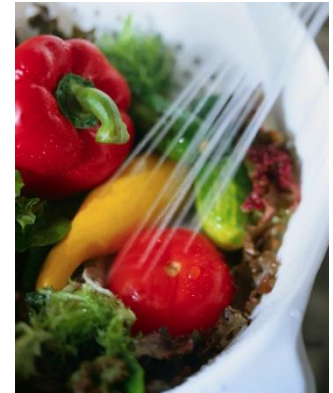


- Banana Case:
 1. Big Item in the region (large variety number)
 2. Registration (DUS test) Needed
 3. Protect breeders rights
- Prevent claim the rights from the other region.

Case Study 4

Improved Vegetable Farming Technology in Asia:

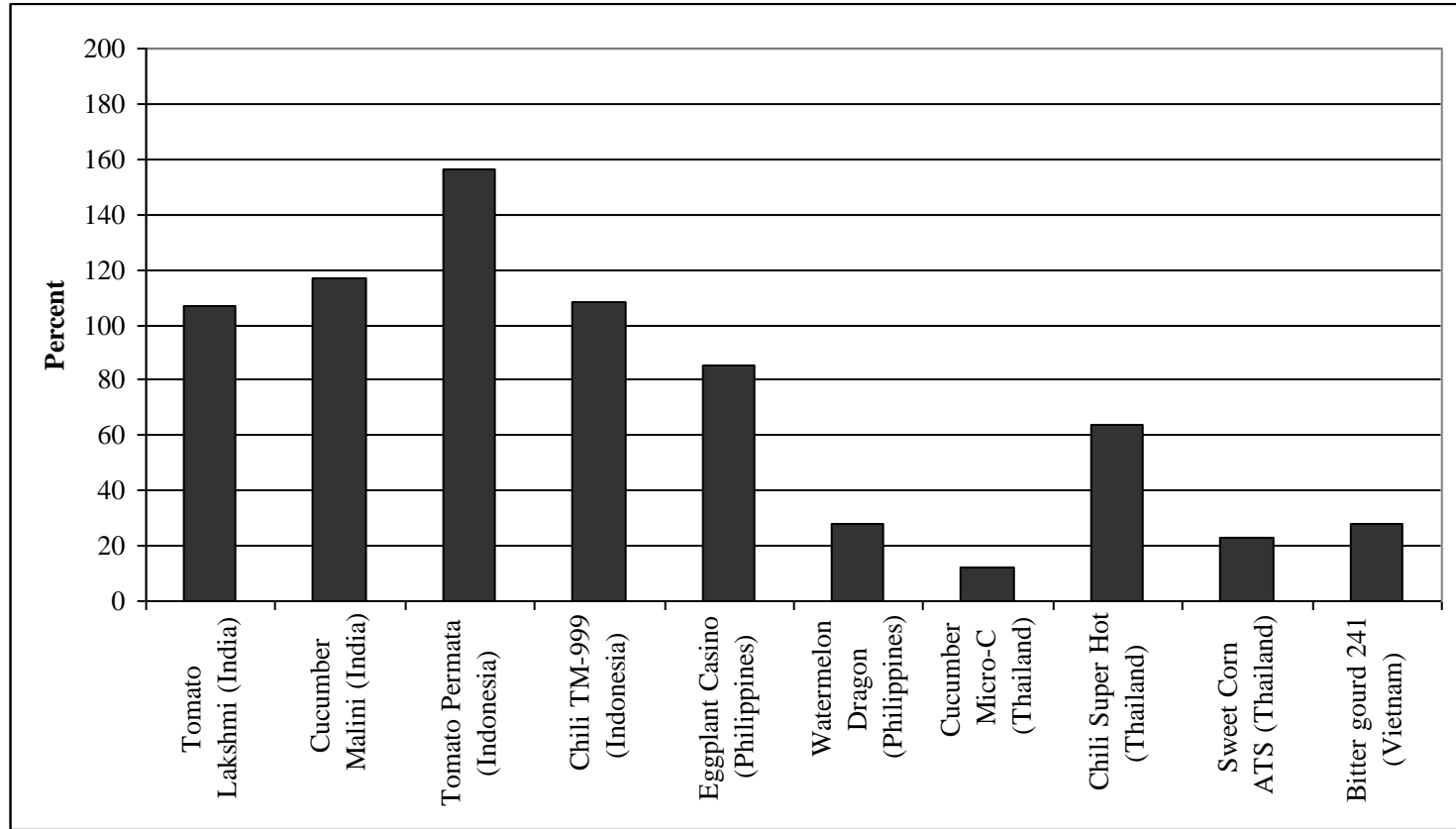
An Overview of Results of Case Studies in Five
Countries



Derek Eaton and Rolien Wiersinga

Agricultural Economics Research Institute (LEI)

Increases in income from adopting hybrid observed in case study locations



Implementation Plan

The 6 reasons for become advanced agricultural country

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

Implementation Plan

“Population”

	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			

Implementation Plan

“GDP”

	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.

