



IBMA

INTERNATIONAL BIOCONTROL
MANUFACTURERS ASSOCIATION

**2012 Annual Biocontrol Industry Meeting
Business Perspective Forum**

Dr. Peter Innes

Chairman & CEO, Becker Underwood

BECKER :::::
UNDERWOOD
Inventing the Future

THE COMING OF AGE FOR BIOLOGICALS

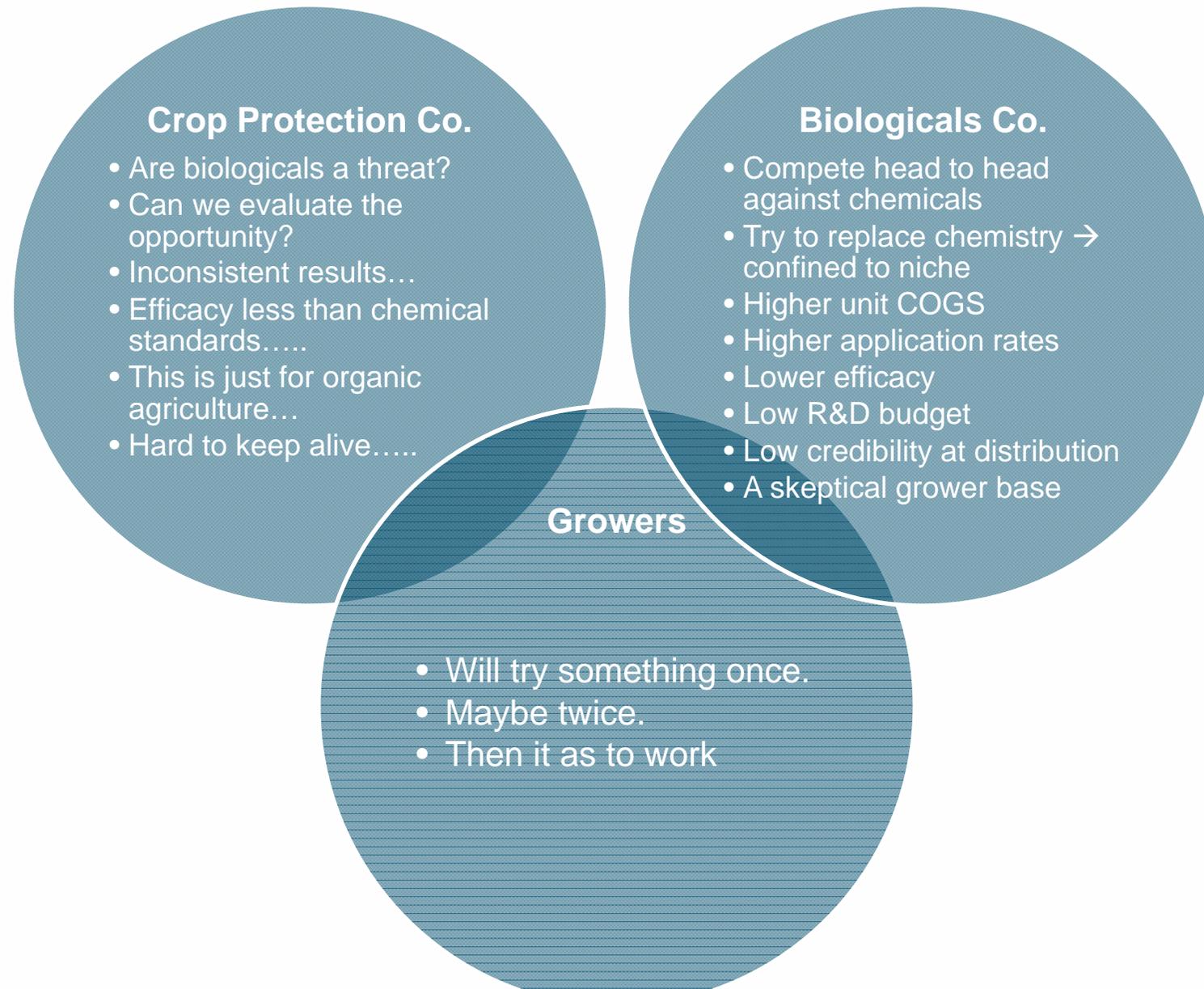


BECKER : : : :
UNDERWOOD

- Increasing number of products on the market
 - More registrations, patents, and trademarks
- More alliances between large crop-protection companies and small biological players
 - Research and Development Agreements
 - Distribution and other Commercial Agreements
- More M&A . Recent acquisitions:
 - AgraQuest → by Bayer (closed)
 - Pasteuria Bioscience → by Syngenta (pending)
 - Becker Underwood → by BASF (pending)

Historically, it was difficult to get the major players interested in these products

PREVIOUS PARADIGM OF BIOLOGICALS IN LAST 30 YEARS



LESSONS LEARNED FROM THE PAST OF OUR SECTOR

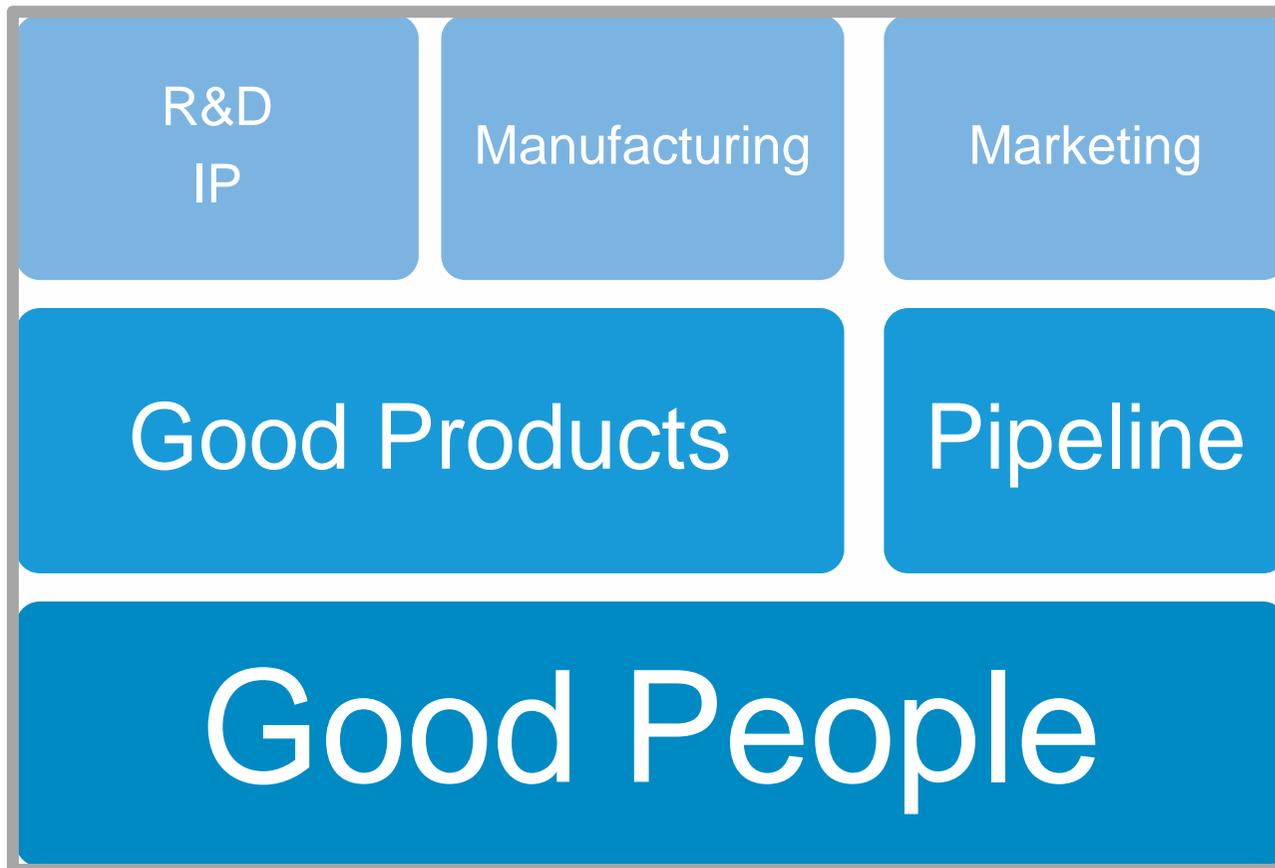
- Market biologicals as complementary or companion products.
 - Important to sell as working in unison with chemistry, not as alternatives
- Since biologicals follow a legacy of skepticism (too many under-developed products were launched in last 20 years), the new generation of biologicals need to do what they claim they do.



BECKER UNDERWOOD

www.beckrunderwood.com

SO HOW DO I BUILD A BIOLOGICALS COMPANY?



The strategy to build a biologicals business is not different to any other business

SO WHAT DO WE NEED TO DO IN THE FUTURE?

BECKER ????
UNDERWOOD

- Regulation:
 - Set standards
 - Independent scrutiny
 - Lack of regulations leads to:
 - Customer confusion
 - Lack of differentiation
 - Lack of credibility
- Evolving IP Strategy
 - Patent or trade secret?
 - Alliances with large players?
 - Expansion of patent applications
 - Tactical use of IP as “cost of doing business”
- Sustainability Strategy



Global demand for biologicals will increase dramatically
We are entering the era of biologicals

THANK YOU. QUESTIONS?

