



## **New strategies for biocontrol**

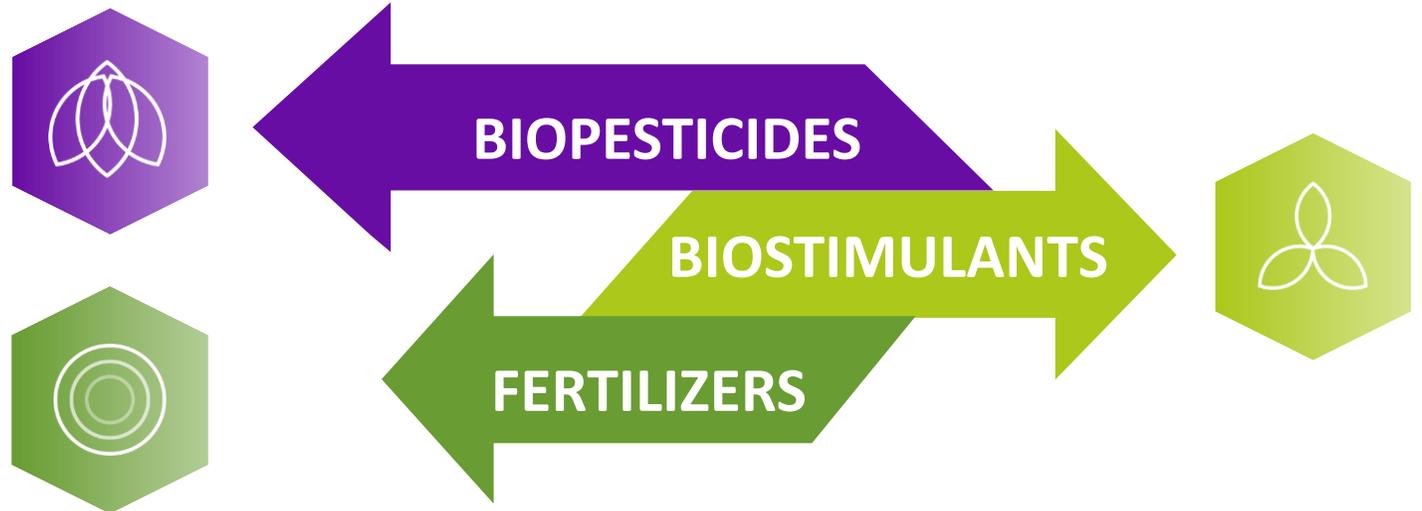
Jóse Ángel Talavera, Chief Commercial Officer  
Annual Biocontrol Industry Meeting (ABIM),  
October 24th, 2017



# natural technology

**Mission:** to offer effective solutions for agriculture based on research and innovation.

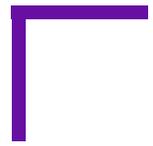
**Vision:** to lead agriculture to a sustainable, rational and environmentally friendly development.



# Barriers to beat

- 1 - Unknown and inappropriate **data requirements** as result of lack on experience.
- 2 - High **cost of data** which are absolutely unpredictable.
- 3 - Lack of **specialist staff** in biocontrol registration.
- 4 - Lack of **knowhow** within biocontrol industry.
- 5 - **Communication** between parts (administration, companies, consultants)
- 6 - High registration **costs**.
- 7 - Unreasonable **delays**.





## Then, several questions are raised



Is this low risk category fair with **Biopesticides & Microbials**?



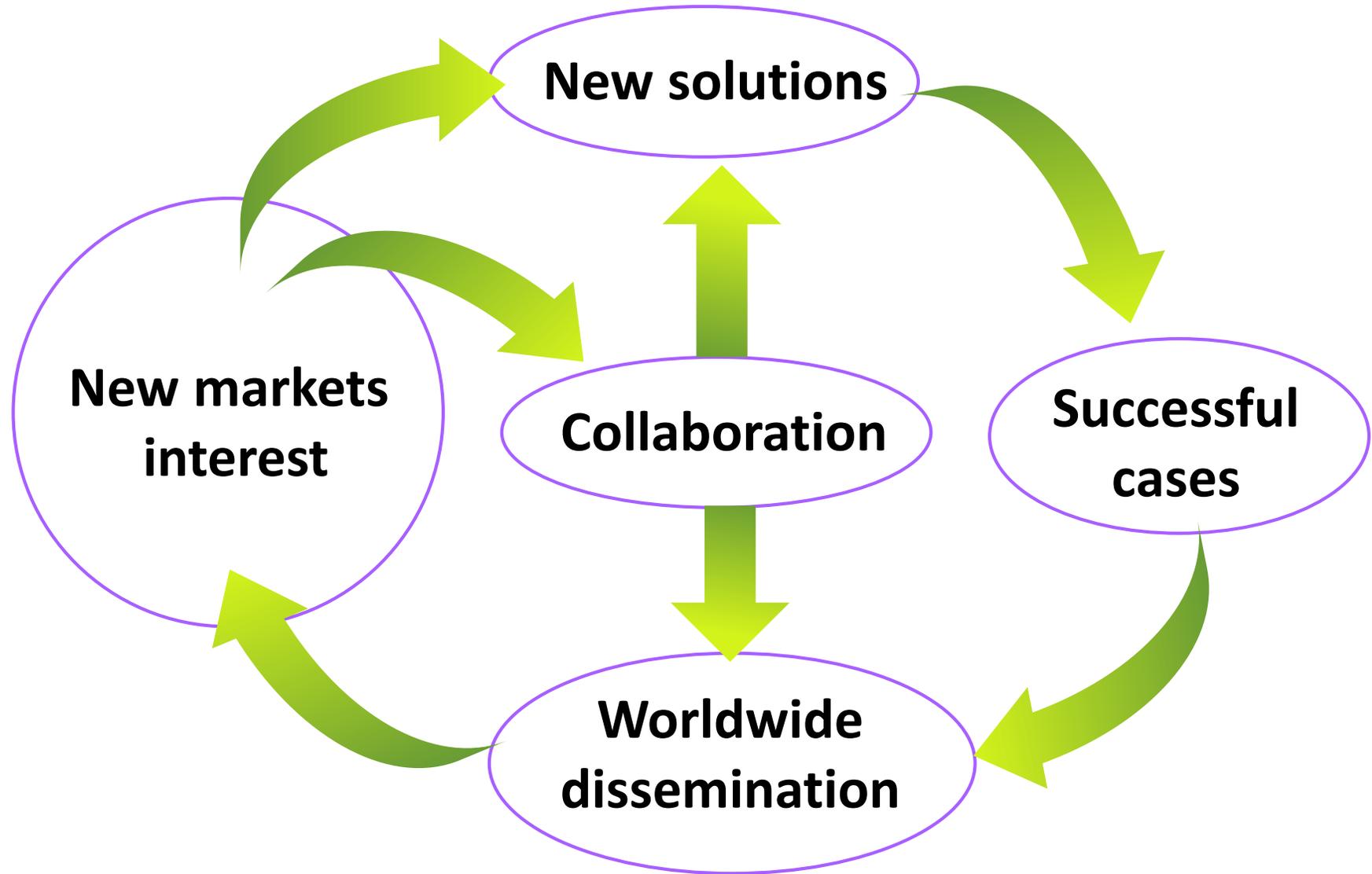
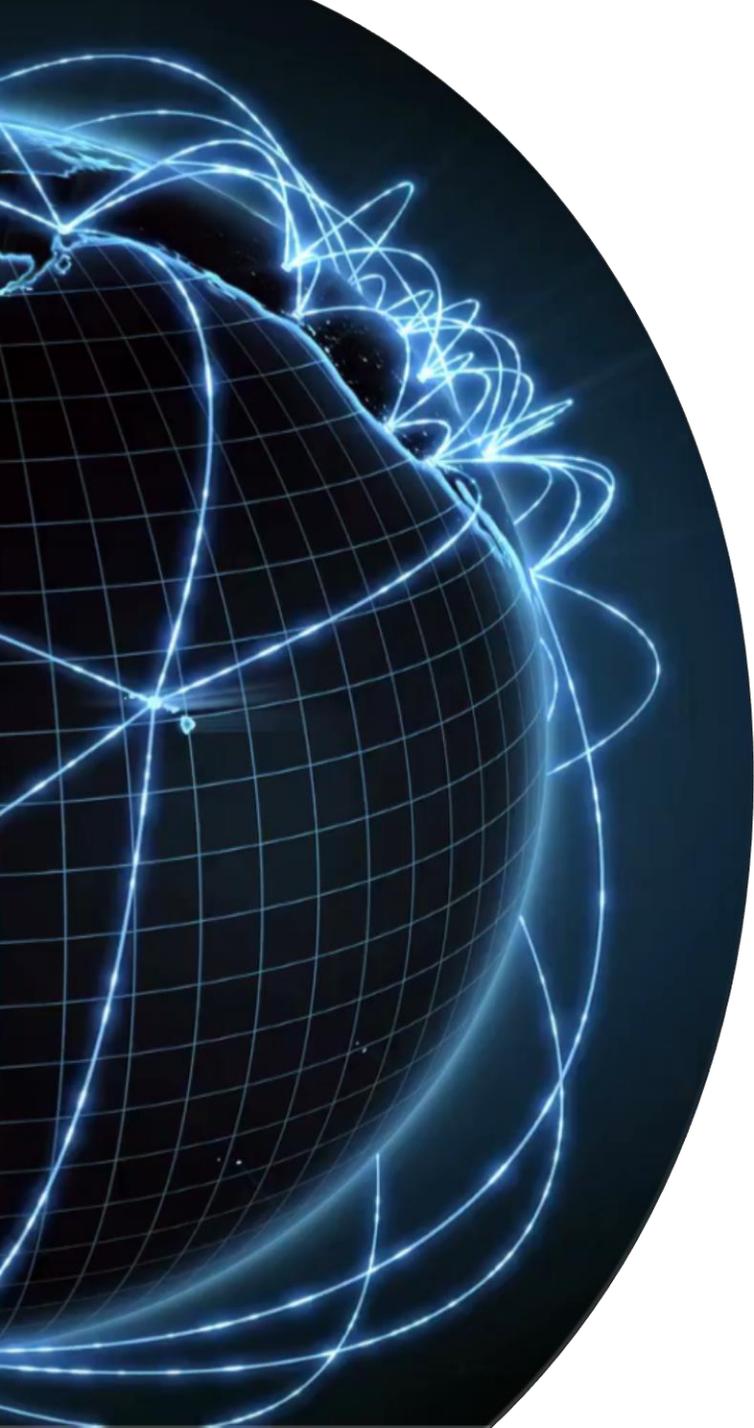
Does it really worth? Is it profitable?



Are these requirements **really needed**?

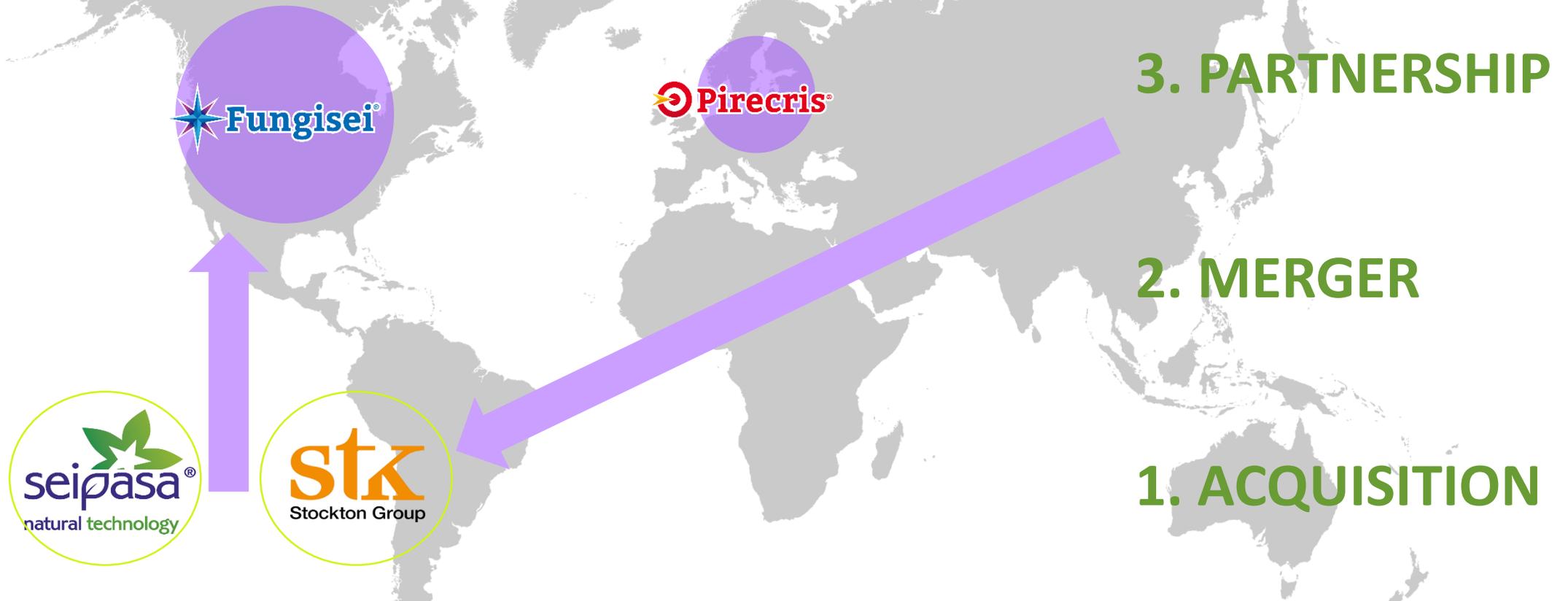


What will happen with **technology in the EU**?



# Successful Commercial Strategies

GLOBAL WORLD → NEW OPORTUNITIES





Thank you