

# Creating the Platform to Transform

ABIM 2022

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**ProfessionalSolutions**  
Tomorrow Today

syngenta®

Classification: Internal Use Only

# Agenda

- Introduction to **Professional Solutions** – markets and needs
- Portfolio challenge and solutions opportunity
- Technical challenges
- Organizational challenges
- Commercial challenges
- Importance of partnerships
- Summary

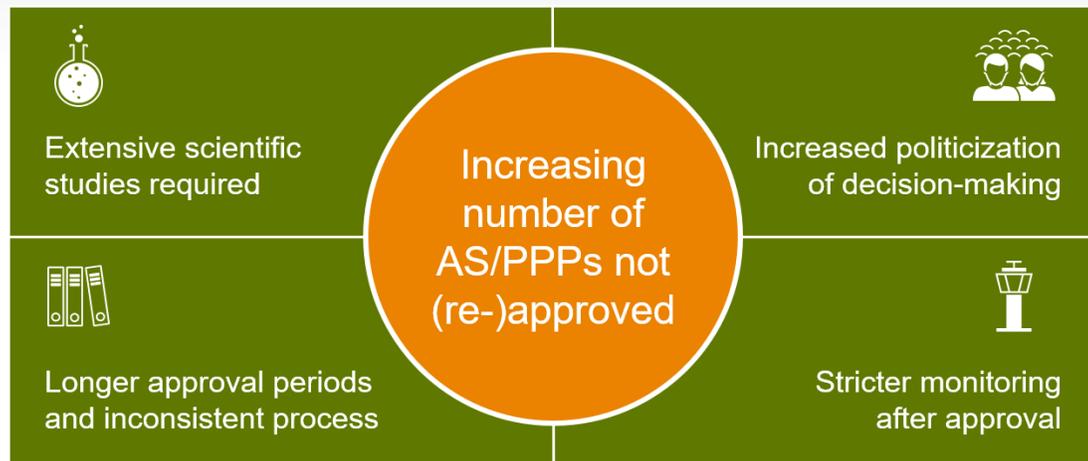
# Syngenta Professional Solutions

Focus on three business units delivering global sales of \$550m (2021)



- World leading brands
- High intensity customer support
- Distinct, but connected, business model: maximise leverage/productivity
  - 320 commercially dedicated FTEs
  - Integrated functions - dedicated support: R&D, Registration, P&S
  - Technology leverage model: tailored for professional customers

# Limited Portfolios in a period of unprecedented change



Climate Change



Sustainable Solutions Sought

Total AIs renewed in EU foreseen to be < 110



EU Green Deal



Legislation increasing



NGOs & certification bodies increasingly active



Digital Agronomy



IPM

# Technical Challenges



“Future” portfolio design



Screening and evaluation



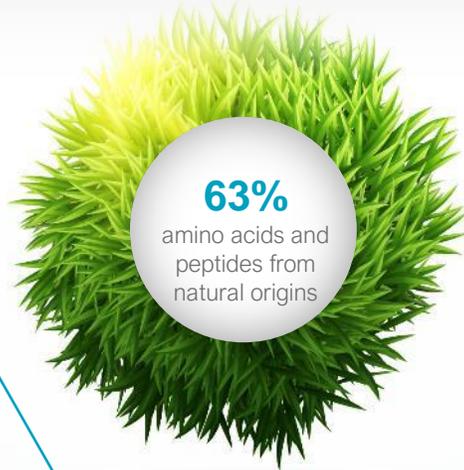
Developing integrated solutions



# Technical Challenges

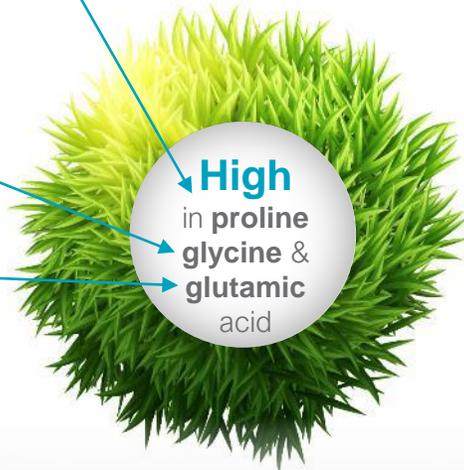
## Proline

- mediates osmotic pressure
- stabilise membranes
- induce stress-related gene



## Glycine betaine

- reduce free radical damage
- protect photosynthesis machinery



## Glutamic acid

- induce stress-related gene
- seed germination normal condition



- Biosynthesis of protein
- Plant stress response
- Regulate C and N metabolism
- Other physiological process



# Organizational Challenges



Mindset change



Question assumptions  
and knowledge base



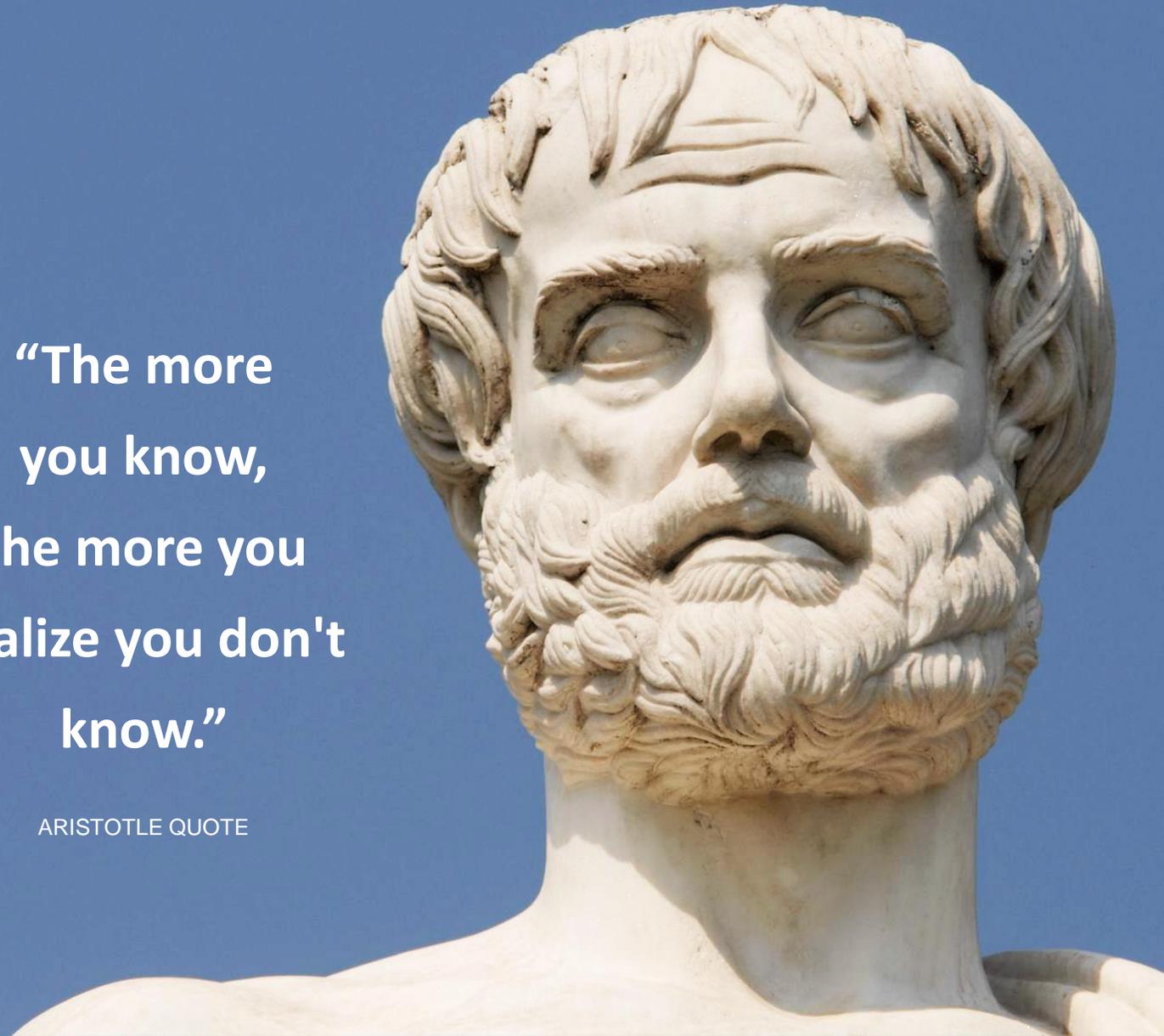
New skills and  
capabilities required



New teams, structures  
and ways of working

**“The more  
you know,  
the more you  
realize you don't  
know.”**

ARISTOTLE QUOTE



# Commercial Challenges

- Delivering reliable compelling solutions
- Delivering value for money
- Building knowledge, confidence and capabilities from manufacturer to consumer
  - Making the complex simple
  - Training and education



- Long term view and long-term strategy

# Industry Partnerships Essential



## Bio-companies

- Innovation
- Speed
- Agility
- Specialized Knowledge and Facilities
- Networks



## Multinationals

- Innovation
- Resources
- Infrastructure
- Manufacturing
- Established field teams, distribution and portfolios
- Scale

More complex solutions require more diverse expertise and experience to deliver dependable solutions

# Conclusions



The **Professional Solutions** marketplace is dynamic and customers need new solutions



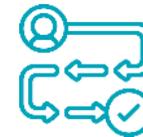
Look beyond current assumptions and understand areas of strength and areas for new thinking and skills



Take a systematic approach to business and portfolio strategy development



Build an organisation which can deliver



Think about the customer journey



Build relationships which create value

# Thank you.

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