



Session 1: Measures for the effective enforcement of breeders' rights: key challenges


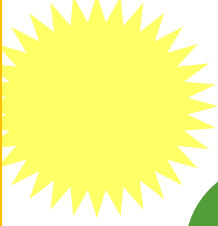
b) Experiences of breeders' enforcing their rights

Private seed company
Wednesday, September 7, 2016
Mikado Kyowa Seed Co., Ltd.
Madoka Koshibe

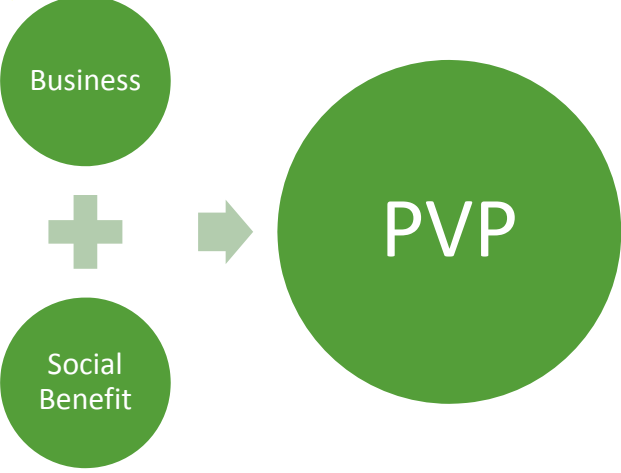


1

みかど協和 株式会社



Introduction I





Business

+

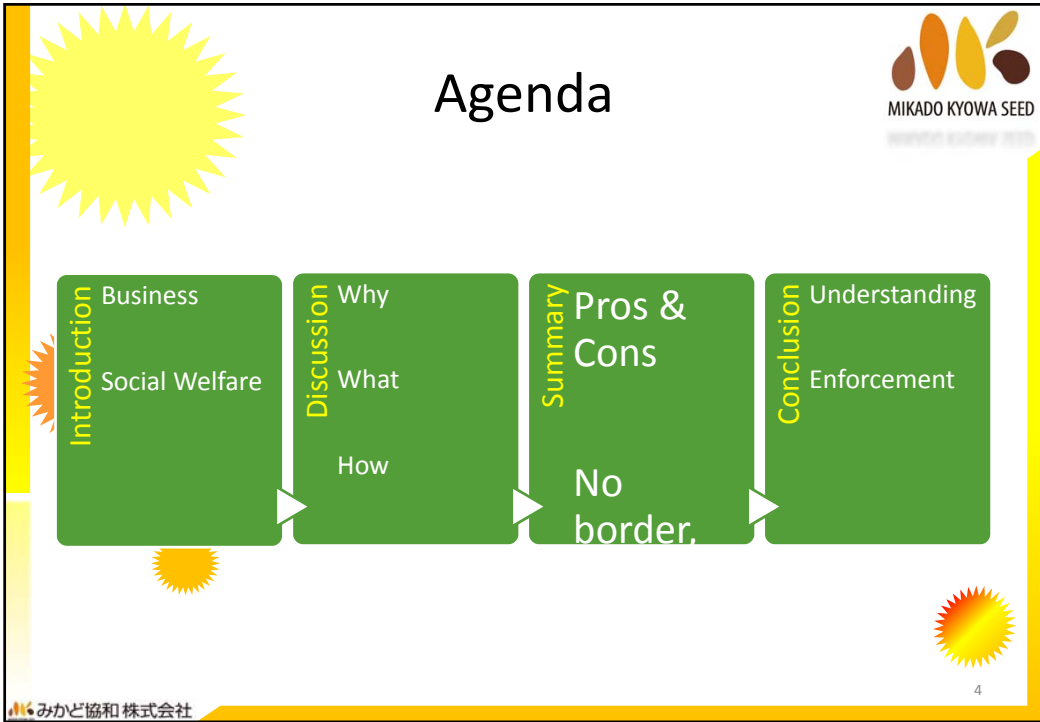
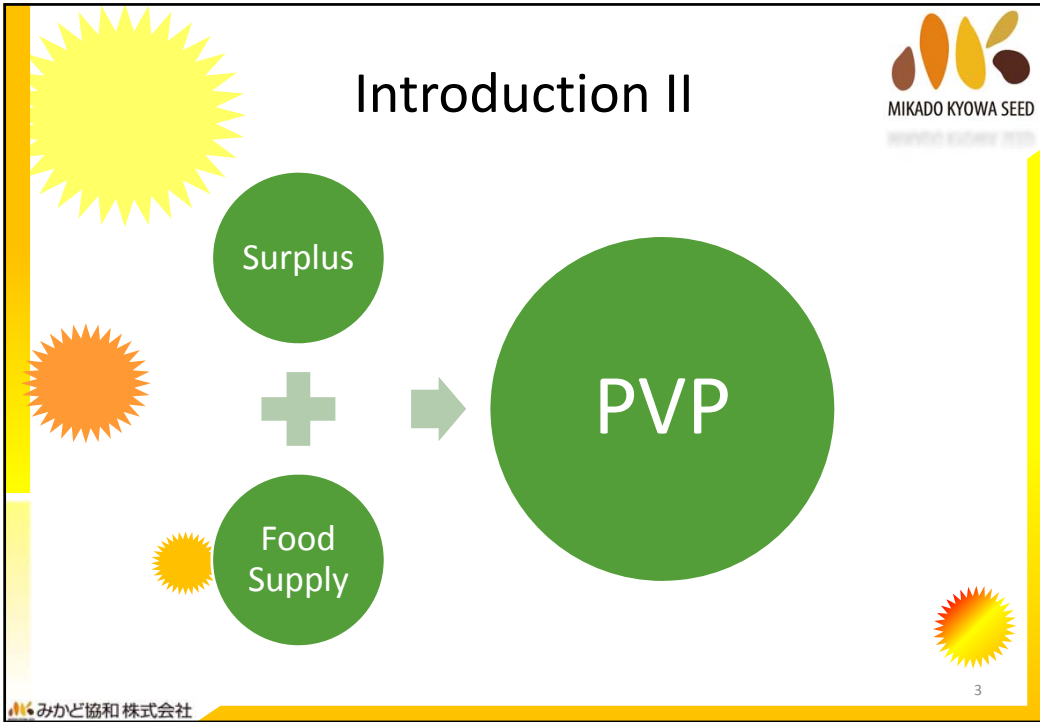
Social Benefit

PVP



2

みかど協和 株式会社



Discussion I : Why Private Sector Need PVP?
 (1) Research Oriented Business need to be covered its investment by long time protection.

The diagram features a central green rounded rectangle divided into two sections: 'Research' on the left and 'Copy' on the right. To the left of the rectangle is a vertical grey arrow pointing upwards, labeled 'Long Term Investment'. To the right of the rectangle is a vertical grey arrow pointing downwards, labeled 'Short time Investment'. The slide is decorated with several sun-like icons in yellow and orange. In the top right corner, there is a logo for 'MIKADO KYOWA SEED' with a stylized plant icon. The bottom left corner contains the text 'みかど協和 株式会社' and the bottom right corner contains the number '5'.

Discussion I : Why Private Sector Need PVP?
 (1) Research Oriented Business need to be covered its cost by long time protection

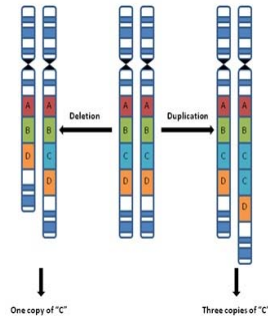
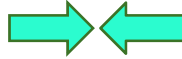
The diagram consists of two large green arrows pointing in opposite directions. The left arrow points to the left and contains the text 'Short=Low'. The right arrow points to the right and contains the text 'Long=High'. The slide is decorated with several sun-like icons in yellow and orange. In the top right corner, there is a logo for 'MIKADO KYOWA SEED' with a stylized plant icon. The bottom left corner contains the text 'みかど協和 株式会社' and the bottom right corner contains the number '6'.

Discussion I : Why private sector need PVP?
(2) It is easy to copy plant variety without plant variety protection.



Document Copy

Plant Copy








Discussion I : Why private sector need PVP?
(3) In order to generate the cost of plant development, we need to protect variety from the infringement



DO NOT COPY






Coffee Break ?
Let talking about what happen in the market !!
(2 sample cases)



みかど協和 株式会社

9

Case 1
Strawberry Varieties Case in another country



みかど協和 株式会社

10

Case 2 Tomato Seedling in Aichi, Japan

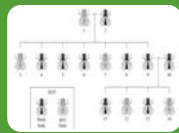


Discussion II :What is the agenda for the implementation of PVP in the region.



Understandings

- Sustainability & Cost
- Long time investment



Production, Research & Breeding

- Actual Practice to know the reality
- Quality means



Legal structure

- Study UPOV and Implement UPOV
- Further education and implementation

Discussion III : How could we develop PVP in the region



Legal

- Study UPOV
- Implement UPOV

Understanding

- Increase Breeders
- Promote Farmers

Summary I: Pros & Cons



- 1. Higher Productivity
- 2. Lower the risk
- 3. Overseas Investment

- 1. Higher Price
- 2. Continue the risk
- 3. Slower Private Sector development

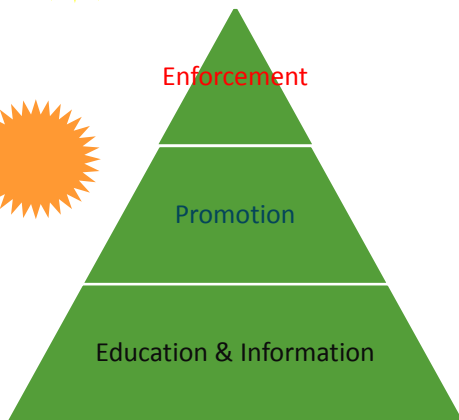
Summary II : No border, No country?



Conclusion I : Understanding & Enforcement



RESULT Oriented



COST Oriented





Thank you for your attention.

It will take long process for gaining the understandings from the famers.
On the other hand, you could set up the write legal structure on this subject.
Start faster in legal structure under UPOV convention and continue your effort to gain understandings.

