Anti-Counterfeiting @ Syngenta

UNCTAD Illicit Trade Forum, 3rd to 4th February 2020

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The views expressed are those of the author and do not necessarily reflect the views of UNCTAD
With passionate people and a comprehensive capability

$1.3 billion
R&D investment in 2018 and
more than 5,000
R&D staff

$13.5bn
sales in 2018

28,000
employees
in some 90
countries
Helping small and large farms meet the challenges of global food production

Our ambition

We play a vital role in the food chain to safely feed the world and take care of our planet.

We will be the most collaborative and trusted team in agriculture, providing leading seeds and crop protection innovations to enhance the prosperity of farmers, wherever they are.
Keeping our commitments relevant to society

Our six Good Growth Plan commitments help us quantify how we contribute to the Sustainable Development Goals set out in the United Nations Agenda 2030.

- Make crops more efficient
- Rescue more farmland
- Help biodiversity flourish
- Empower smallholders
- Help people stay safe
- Look after every worker
Quantifying the illicit trade challenge

If all the **illicit players** were added together they’d be our **4th largest** competitor.

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How big is the illegal market and how much do we detect?

350m USD detected by Syngenta in ‘19

6 billion USD estimated global illegal CP market

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(1) Total seizures done by Syngenta Corporate Security in 2019
Types of illicit activities observed in the Agrochemical market

- **Counterfeits**: Copies of original products of various quality levels
- **Intellectual Property violation**: Patent and trademark infringements
- **Illegal trade**: Trade of unregistered products; parallel trade infringement
- **Seeds-specific forms**: Theft of genetic material, PVP infringement, plant law violation
Some real-life examples …

Counterfeit pesticide production in Brazil:
Some real-life examples …

Counterfeit Syngenta products detected in Ukraine:
The risks: counterfeit and illegal products...

- **Threaten** Syngenta’s good **brand name & reputation**!
- **Result** in **loss of jobs**, less **research**, lower **tax collection**!
- **Are** **untested** and cause **health threats** to farmers and end users!
- **Can** **destroy crops** and **damage soil**, threatening **farmer’s livelihoods**!
- **Pose** **environmental risks** to wildlife, water and soil and humans!
- **Cause** **environmental waste problems** in terms of disposal!
- **Undermine** effective **resistance management**!
Anti-counterfeiting @ Syngenta

WHAT?
- **Engage**
  - all stakeholders to spark resistance and action against counterfeiters.
- **Protect**
  - our operations through anti-counterfeiting and authentication technology.
- **Enforce**
  - our IP rights by detecting «Big Fish»* cases to disrupt the counterfeiting business.

HOW?
- **COMMUNICATION**
- **AUTHENTICATION TECHNOLOGY**
- **INTELLIGENCE MANAGEMENT**
- **AWARENESS RAISING**
- **END-2-END SECURITY**
- **ENFORCEMENT COLLABORATION**
- **INDUSTRY COOPERATION**
- **CARGO SECURITY**
- **LEGAL ACTION**
What is our Ask to policy makers?

➢ Make legal frameworks fit for effective enforcement

➢ Encourage application of best practices (e.g. OECD guidelines)

➢ Draw from our resources:

  ▪ Trade flow analysis
  ▪ Infringer databases
  ▪ Laboratory capacity

Key message: Partner with IP rightholders to make anti-counterfeiting operations most effective!
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