

# Anti-Counterfeiting @ Syngenta

UNCTAD Illicit Trade Forum,  
3<sup>rd</sup> to 4<sup>th</sup> February 2020

---

**Laurent Giezendanner**

Head of Corporate Security

Contact: [Product.Security@syngenta.com](mailto:Product.Security@syngenta.com)



# With passionate people and a comprehensive capability

**\$1.3 billion**

R&D investment in 2018 and

more than **5,000**

R&D staff



**28,000**

employees

in some **90**

countries



**\$13.5bn**

sales in 2018



# 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.



10M

large-scale farms  
>20 Ha

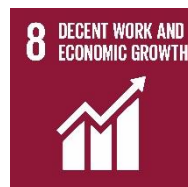


480M

smallholder farms  
~2.0 Ha

# 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.



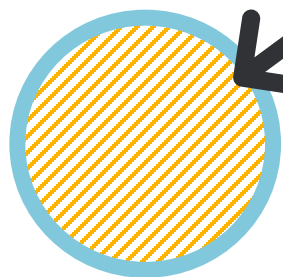
## Quantifying the illicit trade challenge

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



# 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<sup>2</sup>

<sup>(1)</sup> Total seizures done by Syngenta Corporate Security in 2019

<sup>(2)</sup> Estimated size of global illegal CP product market as published by EU Intellectual Property Office (*The economic cost of IP infringement in the pesticide sector, 2017*) and UNICRI (*Illicit Pesticides Report 2016*).

# 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

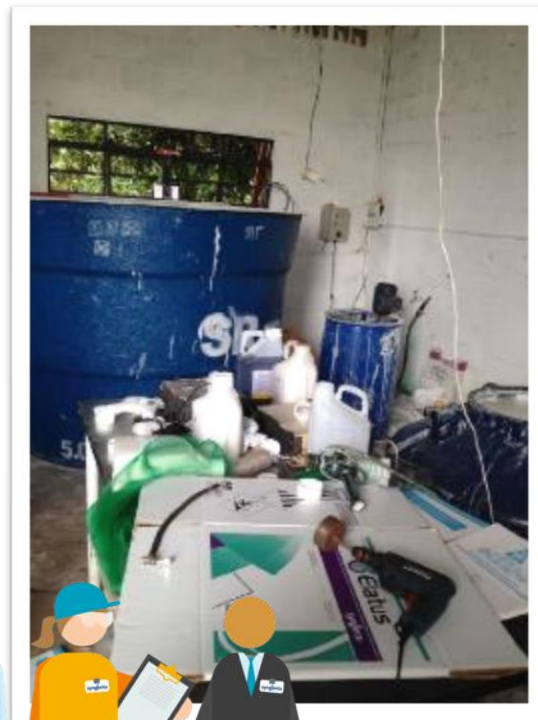
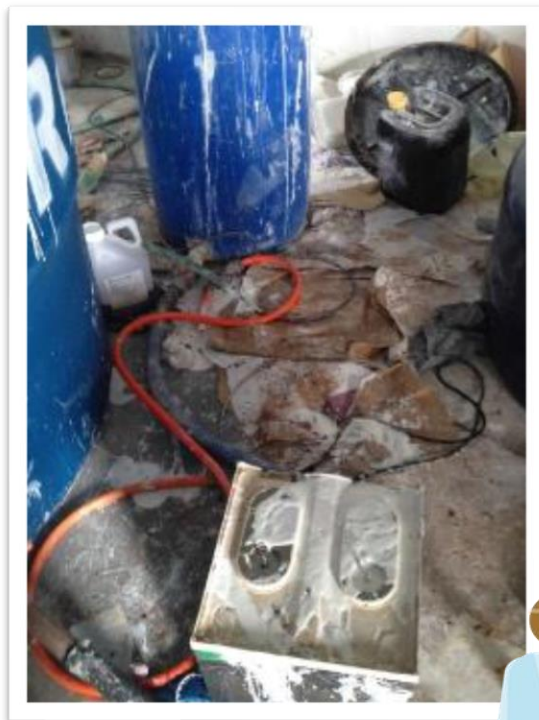
Theft of genetic material, PVP infringement, plant law violation





## 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
- AWARENESS RAISING
- INDUSTRY COOPERATION

- AUTHENTICATION TECHNOLOGY
- END-2-END SECURITY
- CARGO SECURITY

- INTELLIGENCE MANAGEMENT
- ENFORCEMENT COLLABORATION
- 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!**



# Contact:

**Product.Security@syngenta.com**