Congress of the **Americas**

Promoting Seed Business in the Americas September 9 - 11, 2019 Buenos Aires, Argentina

Challenges on Intellectual Property & Plant Breeders Rights

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The Challenge around PBR

The challenge for the seed industry is to be leader and driver of

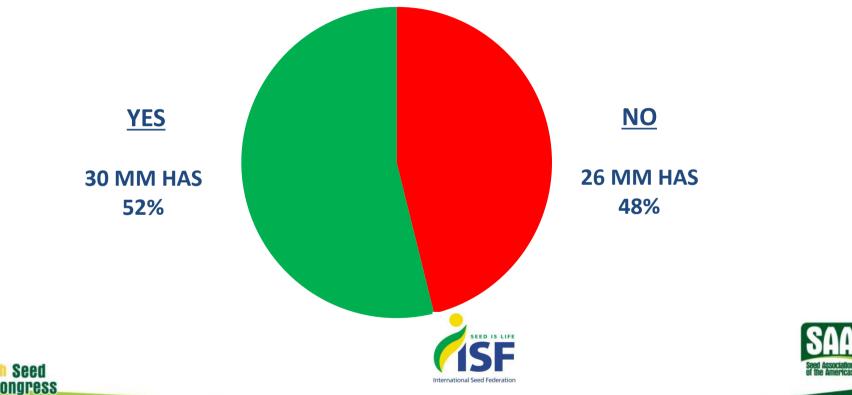
INNOVATION while contributing and facilitating access to these new

technologies to all beneficiaries downstream





IP Recognition today: Southerncone case





The Canadian story...

An experience we can learn from







Some current challenges

- > Dialogue along the value chain
- > Modern Seed Laws / Seed Acts
- > Farmers exemption
- Value creation
- > Enforcement of PBR
- > Court cases (litigation)

- > Coexistence of rights (PBR & Patents)
- > (IP + PBI) vs. Access
- > Social pressure
- Communication
- > Sustainability





Some questions...

After so many years (at least 15!)

- Where are we regarding PBR?
- Where would we like to go & reach?
- What are we doing to make this happen?









"We have a great story to tell"

- Are we telling it?
- Are we telling it right?











And enjoy the congress !



