

**New AG
International
Academy**

A background image showing a close-up of dark, rich soil with several small green seedlings sprouting from it. The seedlings have two leaves each and are growing upwards. The background is a soft, out-of-focus green, suggesting a natural, fertile environment.

COMMERCIALIZATION STRATEGIES FOR BIOSTIMULANTS

Live Online Course
12 - 14 May 2021

Gain a comprehensive insight into the biostimulant industry, past and present, and different routes to market for biostimulant products

COURSE OVERVIEW

The biostimulant market exceeded \$2.3 billion in 2018 and is forecasted to grow to \$4.9 billion by 2025. It is, therefore, vital for businesses to have a solid strategy in place to capitalise on this growing market and keep ahead of the competition.

Forming part of New Ag Academy's Business Innovation and Market Strategy Series, this course will provide a comprehensive insight into the different routes to market for biostimulant products. Guided by industry expert Dr Toapanta, you will effectively navigate through key players, trends and challenges in the biostimulant industry to help position your products on the market.



Dr. Marco Toapanta

Dr. Marco Toapanta is a business and technology executive in the agribusiness sector with more than 20 years' experience of managerial activities with multinational companies focusing on business planning, product and technology development, regulatory affairs, and portfolio management.

Marco is recognized for his expertise in the identification of market opportunities, developing innovative crop production programs including biostimulants, biologicals and conventional crop inputs, targeting markets in agronomic crops, high-value vegetables, and perennial crops. He is a strategic leader, focused, and results-driven with proven record of launching crop inputs in the market place.

With his global knowledge of the agribusiness sector, capable of engaging key industry stakeholders and influencing activities across business functions, Marco effectively translates innovative ideas into business plans to generate solutions and profitable results while increasing customer service.

MEET
THE
TRAINER

AGENDA:

Commercialization Strategies for Biostimulants

Module One: Introduction to Biostimulants

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- What is a biostimulant?
- Common biostimulant components
- What makes a biostimulant work?
- Testing biostimulant types
 - Genomics
 - Phenomics
- How biostimulants fits alongside: biocontrol, precision agriculture, plant nutrition, irrigation and green-house technology

Module Two: Industry profile

- Examining the key players
- A brief history of biostimulants
- How has the industry evolved?
- The product lifecycle - from proof of concept to product development to market launch

AGENDA

Module Three: The biostimulant market

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- An overview of biostimulant markets across the globe
- The move from niche market to mainstream crop production
 - What are the drivers?
- Market trends and drivers
 - Building a SWOT & PEST analysis
- Sector Connectivity – How biostimulants interact with soil fertility and sustainability

Module Four: Business strategy

- Understanding the crop production process and the needs of the grower
 - Biostimulants as a way to increase your customer reach
- Strategic partnerships for innovative biostimulant products and market launch
- Market access in the context of a crop production program
- Developing and implementing a business strategy



WHO IS THIS COURSE FOR?

This course has been designed for those wanting to gain further their commercial awareness on plant nutrition, especially speciality fertilizers.

Job functions of those who could benefit from this course include:

- Decision-Makers
- Middle-Senior Management
- Product Managers
- Business Development Managers
- Marketing and Sales Representatives
- Consultants
- Innovation Heads
- Regulators

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**For information contact our
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