

fci

FloraCulture International

May - June 2018

Theme

**Breeders'
rights**

Feature
**Promoting the
power of plants**

Technical
**The future of
flower sales**

Country
**Ecuador:
PVP protection
profile**



CIOPORA

Evolving markets would benefit
from balanced PBR protection



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Preface

Breeders' rights and much more!

We have a lot to cover in this edition of FCI. First of all, we have a new publisher. After months of discussion, AIPH has taken over the FCI magazine, website and newsletter from Royal FloraHolland. You can read all about the hows and whys in the columns written by Tim Briercliffe & Bernard Oosterom (AIPH) and Servaas van de Ven (Royal FloraHolland).

Furthermore, you will find extensive coverage of our theme for this issue, Breeders' Rights, including a report on the CIOPORA Conference on Biotechnology in Belgium. Edgar Krieger takes you from continent to continent to give you an overview of evolving markets. Alanna Rennie reports on PBR in China and Micaela Filippo explains what effect Brexit may have on International Property Rights.

Also in this edition, we talk to the Ter Laak brothers, winners of the AIPH International Grower of the Year Award 2018, to find out what effect winning the prestigious award has had on the day-to-day operations of their company.

And, of course, we have our regular features such as Continent, Country, City focusing this time on South America, Ecuador and Quito, plus much more. So sit back and enjoy this jam-packed edition and feel free to let us know what you think at info@floracultureinternational.com

FCI Team

Columns



**A new chapter for
FloraCulture International**

Bernard Oosterom
AIPH President
Tim Briercliffe
AIPH Secretary General

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A new chapter for FloraCulture International

This edition of FloraCulture International is the beginning of a new chapter for this long-standing, respected publication. FCI was founded in 1990 by Debbie Hamrick from Chicago-based Ball Publishing Group. It was developed further by Jaap Kras in the Netherlands until 2016 when Royal FloraHolland became the owners. From this month ownership has transferred to AIPH (International Association of Horticultural Producers).

FCI has long been a valuable source of news and information for growers around the world. AIPH is committed to supporting the ornamental horticulture industry across the globe and we are therefore delighted to bring this publication under our umbrella to continue this valuable role. We will build on the current success of the magazine to develop it further with even more detailed industry analysis and comment. We will ensure it retains its independent perspective and increases its reach to even more industry stakeholders and countries.

We plan to develop all aspects of FCI, including its online presence and circulation, while keeping the print magazine as a core component. We hope to build more events and initiatives to benefit growers worldwide and hope to continue to work with the partners that have enabled FCI to be the success it is. AIPH is an International Non-Profit Association registered in Belgium but with Headquarters in the UK. This year we celebrate our 70th anniversary and what better way to do it than by ensuring that the global horticulture industry can continue to access high quality information, analysis and comment through FCI. AIPH has more than fifty members across the globe, representing thousands of growers, all committed to supporting our purpose, to be 'the world's champion for the power of plants'. We believe passionately in the ornamentals production industry

and we are committed to helping it reach its potential. We focus our activities under the following goals:

- Stimulate increased demand for ornamental trees, plants and flowers worldwide.
- Protect and promote the interests of the industry.
- Be an international hub for industry information and knowledge exchange.
- Lead best practice in ornamentals production

We have committees that focus on Green City, Exhibitions and Ornamentals Production; we publish statistics in our annual Statistical Yearbook, in partnership with Union Fleurs, and we organize the increasingly popular International Grower of the Year Awards. There is too much to tell in this column but visit www.aiph.org for more information.

Fundamentally, we believe that FCI should maintain its independent perspective and be a vital resource for growers worldwide. As we move forwards you will start to see changes very quickly. We will keep to the bi-monthly format but you will see more technical content, more detailed analysis and many opinions. We will develop the website, the e-newsletter and we want to develop events around the world. We have many great plans and ideas for developing FCI but crucially this magazine is for you, the readers. We would love to hear what you think about FCI and how you would like to see it grow. We want to reach even more readers so if you know how then let us know.

Thank you to all our readers and advertisers for supporting FCI over the years and we look forward to an exciting future supporting the global ornamentals industry.

Bernard Oosterom

AIPH President

Tim Briercliffe

AIPH Secretary General



And the winner is...

In January 2018 Ter Laak Orchids won the AIPH International Grower of the Year Award 2018 (IGOTY) and scooped the AIPH Sustainability Award. The company, run by two brothers Eduard and Richard Ter Laak, grows 6 million Phalaenopsis Orchids each year. With two greenhouses in Wateringen in the Netherlands and a third 5-hectare sustainable greenhouse under construction, the business supplies garden centres, florists and retailers across Europe from its growing site.

The International Grower of the Year Award is a global prize for horticultural growers who excel in the field of market development, sustainability, economy, human resources and/or innovation. According to the jury, Ter Laak won the prize because they excel in sustainable innovations and excellent work atmosphere. Winning the AIPH International Grower of the Year Award 2018 came as a bit of a surprise. "For us it was the first time that the company had been nominated for an international award," admits Eduard. "To qualify you have to be nominated by an affiliated company," he explains. "We were nominated due to our recent sustainable developments, including our new, very sustainable 5 hectare, daylight greenhouse and our new and unique underground water storage system."

SUSTAINABLE INNOVATIONS

Currently a new Daylight Greenhouse is being built next to the existing nursery. This type of greenhouse is unique in the sector. "Using special lenses in the deck, we can capture and store solar heat. Solar rays

are centered on a tube with flowing water and the water in these tubes is heated. This heat can then be used to heat the greenhouse, significantly reducing our energy consumption, by up to 45-50%," explains Eduard.

"In 2017 we also completed an underground water storage that allows us to store rainwater in the soil. The rainwater can be pumped out when required and used to humidify the plants. In this way we not only recirculate our water, but we also counteract

The International Grower of the Year (IGOTY) Awards 2019 is open for entries.

To apply go to <http://aiph.org/groweroftheyear/>
Deadline for submissions - 13 July 2018



salinization of the soil and reduce the chance of local flooding.”

TEAMWORK

“Winning the award was a real surprise,” reveals Eduard. “It was already a great honor to be nominated, alongside the other exceptional companies that had been shortlisted. But to win the award is a fantastic appreciation. It makes us very proud and is a big accolade for our dedicated team and our loyal partners/clients. We work as a team, in which cooperation is very important, so this is an award for the whole team. We celebrated this together with a party for all our employees and their partners.”

After winning this IGOTY-award, Ter Laak Orchids has been ranked as among the top 12 companies in terms of sustainability in the floricultural sector of Holland and had the chance to win the prestigious ‘King Willem I Plaque’ for Sustainable Entrepreneurship. This national prize is awarded once every two years to the most sustainable company in the Netherlands.

ROLE MODEL

Ter Laak Orchids is now very firmly in the spotlight. “From a business perspective, this is an international award that has received a lot of worldwide attention,” explains Eduard. “International companies and educational institutions now want to visit our company and learn about our production,

technological innovations and our sustainable vision. In addition, this brings us to interesting contacts, like potential employees and even possible new partners, with whom we can develop new ideas.”

“However, this award won’t change our company. We’ll stay the same as before! We work every day with passion on our product. We see this award as a great reward and an extra motivation for a bright future!”

Author: **Jean Vernon**

“From a business perspective, this is an international award that has received a lot of worldwide attention...”

**Eduard and
Richard Ter Laak**
Ter Laak Orchids



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Breeders' rights... a valuable asset?

Before launching into my regularly scheduled programming I thought I'd offer up a few current events tidbits, touching on all my favorite hot button issues... The weather is not too great, cooler than normal spring so far, plants behind schedule. Can't find anyone who wants to work, even at California-level wages. The economy is extremely good...say what you will about the political situation there is definitely something going right... In my sector of the market we can't grow plants fast enough and basically we're running out of stuff to sell. Kinda like the great recession in reverse ☺ The irony is rich; the bottom line impact of not having a plant to sell doesn't feel any different than having a plant to sell but not being able to sell it. Not sure whether to laugh or cry...

The subject of breeder's rights is fascinating, and in terms of our plumeria production and marketing extremely relevant to our business and strategy. But I must add that while a useful mechanism, from my perspective the ultimate value of such rights depends in large part on where you do business, as well as the type of product you're selling. In short, geography, volumes, and the ability to enforce matter.

First, volumes. I suppose it's transparently obvious, but the cost and effort involved in obtaining and then protecting a patent had to be justified by a certain volume of sales. You can have the greatest cultivar ever, but unless it's fairly expensive if you're only going to sell a few thousand or so a year there isn't as much justification for protecting it. This is my opinion only; I'm sure there are other viewpoints and perhaps nuances that I'm missing, but when it's said and done, unless I'm going to sell 'a lot' of something I'm not going to want to deal with the hassle, nor does it appear (to me) to be worthwhile.

Second, geography. Where you are also has a lot to do with how much emphasis to place on breeder's rights. I'll start this by stating my observation and experience that in Europe plant patents are not as easy to get, but once gotten are highly enforceable, while in the US it's somewhat the opposite. The bar to getting a patent is lower, but they're also more difficult to enforce, particularly as a small-to-midsize grower. Japan is more like Europe, enforcement is possible, while breeder's rights in China, India, and other developing nations leave a lot to be desired. (I have heard anecdotally that recently China has begun making progress in this area, which is an encouraging development given the size and potential in that market.)

Third, the ability to enforce in and of itself. In both Europe and the US the actual legal structures by which intellectual property rights are enforced are highly robust. The difference lies in the way in which plants are distributed. Europe, thanks to Aalsmeer, is much more centralized, while in the US the plant distribution system is essentially entirely decentralized. The bottom line is that you have to know there's a violation in order to protect your rights, and that's easier in Europe.

I'm not necessarily trying to make the case that breeder's rights are worthless in the US while they're valuable in other places. It's just that given challenges in enforcement these rights are really only beneficial/necessary in the case of high production volumes or trademarked brands, e.g. Proven Winners et al.

About the writer...

John Ingwersen graduated with a degree in marketing from Georgetown University in 1990, and founded Jungle Jack's, Inc. in 1995.

Promoting the power

There is no better way to convince people of how plants can improve their lives than by showing them. Since the 1950s the International Association of Horticultural Producers (AIPH) has been responsible for approving International Horticultural Exhibitions that do just that – demonstrate how plants can change your life. There is an International Convention Relating to International Exhibitions and according to this if a country would like to organise an International Horticultural Exhibition, to which other countries are invited to participate through diplomatic channels, then the approval of AIPH is required.

Perhaps the most well-known of these Exhibitions is the Floriade that takes place every ten years in the Netherlands. Enthusiasm for such expos has continued to grow, with millions of people visiting expos hosted all over the world. Recent successes over the last few years have included horticultural expos in Antalya, Turkey (2016), Tangshan, China (2016), Qingdao, China (2014) and Suncheon, Korea (2013). AIPH has already approved several more expos between now and 2024 as can be seen on the Exhibition Calendar on the AIPH website. The overall number of visitors at these events is

expected to exceed 30 million people in total, with billions of dollars being spent on developing these international spectacles, that can have the ability to stimulate the development of whole cities and transform the international reputation of hosting locations.

Each expo lasts for 6 months, with sites ranging from 50 to 500 hectares in size. Each one is carefully regulated, steered and monitored by AIPH. There are also shorter duration flower shows and trade fairs approved by AIPH.



of plants

Beijing Expo

There are two such expos coming very soon. November 2018 will see the opening of the 2018 Taichung World Flora Expo in Chinese Taipei. The Expo will cover four locations in the city and is expected to attract over 8 million visitors. The theme of the Expo is 'Re-discover GNP – Green, Nature, People' and international participants will be present to show horticulture from around the world. The Expo will be an amazing event in itself but is also helping to transform the city of Taichung into an even greener city.

April 2019 will see the opening of Expo 2019 Beijing in China. Without doubt this will be the largest International Horticultural Expo there has ever been with an area over 500 hectares and the expectation of more than 15 million visitors during the six months in which it will be open. As an A1 Expo this will include official participation from over 100 countries. The theme is 'Live Green, Live Better' and it is expected to create a new benchmark for these events.

During its most recent meeting in March this year in Melbourne, AIPH approved two further Expos; an A1 Expo in Łódź, Poland for 2024, and a C category Expo,

Floralies Internationales Nantes, France for 2019. The theme for the Expo in Łódź will be 'Nature of the City' and the event will play a key role in transforming this city, with a heavily industrial past, into a greener and more liveable city for the future. The Floralies in Nantes is a long established short-term exhibition and is welcoming applications to participate right now.

FCI will share more about these and other similar Expos in coming editions as cities around the world embrace the potential to define themselves with 'living green'.

For more information visit:

www.aiph.org

Enthusiasm for such expos has continued to grow, with millions of people visiting expos hosted all over the world.

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Evolving markets would benefit from balanced PBR protection

Amid the ever-growing global demand for plant varieties with improved traits and tapping into new production territories, the return on investment for plant breeders still falls short in many places in the world. As the only organization representing ornamental and fruit breeders worldwide in regard to their Intellectual Property (IP), CIOFORA provides an account herein of the IP flash points around the world closely monitored by the organization.

China is the number one growing market for ornamentals and fruits. With a soaring consumption in the domestic market, Chinese producers are steadily improving their technical capacities to meet demand. However, the deficit of new and improved varieties prevents China from fully unfolding its enormous potential in horticulture. The Chinese government understands the need to provide better incentives in the form of enhanced IP protection to breeders in order to attract such varieties to the market and has been discussing ways to improve the national PBR regime. For some time now, CIOFORA has been supporting this process in China by sharing its views on the

specific IP needs of vegetatively reproduced varieties including such solutions as a tailored application of the farmers' exemption, stronger EDV concept and effective enforcement tools. Unless breeders' rights are effectively protected, plant innovators will continue to tread cautiously when it comes to commercialization of innovative plant products in China.

India is another vast market seeking modern plant varieties. Facing the need to protect the interests of ca. 700 million mainly small, subsistence farmers, the Indian Government finds itself in a tight spot when it comes to amendments of its 2001 Protection of Plant



Varieties and Farmers' Rights Act. In March 2018, CIOPORA met with Indian officials and industry representatives advising on the tailored solutions for ornamental and fruit crops. Similar to China, the key PBR solutions in India include a balanced application of the farmers' exemption, the establishment of an effective system of PBR enforcement, as well as a considerable expansion of the currently very limited list of protected species and genera. The latter also raises doubts as to India's compliance with Article 27 (3) (b) of the TRIPS agreement, which requires the WTO members to provide effective IP protection for all plant varieties.

Shifting focus from Asia to Latin America, Argentina, Brazil, Chile, and Mexico are at the forefront of global fruit and, to a lesser extent, ornamental production. Nevertheless, the PBR laws in these countries remain on the level of UPOV 1978, even though the states are parties to bilateral and multilateral agreements requiring their accession to UPOV 1991. Over the past few years, we have been witnessing a significant

“The return on investment for plant breeders still falls short in many places in the world.”

Edgar Krieger
Secretary General
of CIOPORA



push by their contracting partners, including the US Government, toward the improvement of their respective domestic IP and PBR regimes. CIOPORA shares information with these countries on the minimum content of IP Protection according to UPOV 1991 and continuously stresses the benefits of tailored solutions for vegetatively reproduced crops.

On the African continent, Egypt, Ethiopia and South Africa are major horticulture players not providing for the highest standards when it comes to protection of plant innovations. While Egypt, majoring in fruit, is currently revising its PBR law to adhere to the international standard, the second largest rose producer on the continent, Ethiopia, having no PBR regime in place, is increasingly raising concerns among rose breeders.

CIOPORA considers a level playing field, in terms of IP protection for plant varieties, a crucial precondition for a fair global trade. We firmly believe that once improved, PBR will cease to be a hurdle and might, as well, become an effective tool for unleashing the full potential of the world's horticulture.

About the author...

Dr Edgar Krieger has been Secretary General of CIOPORA since 2004. Prior to this, he worked as a lawyer at an international law firm specializing in IP protection, particularly PBR, advising plant breeders in several hundred court cases up to the European Court of Justice. Dr Krieger holds a doctoral degree in law from the Philipps University of Marburg and a degree in business administration.

Continent
Country
City



South America: growing success

The South American continent is more than 7500 kms long (north to south) and 5100 kms wide at its widest point. The highest mountain (Aconcagua) is almost 7000 meters above sea level. You'll find almost all climates in South America, from desert to permafrost. It is, therefore, the optimal place to grow all types of flowers. However, only two countries have a fully developed floral industry: Colombia and Ecuador, respectively the second and third exporting countries in the world, which in the last few years, together with Kenya and Ethiopia, have eroded substantial market share from the Netherlands.

Though there are plenty of flower shops and stands around Bogota and Quito, floral production is geared towards export.

As with all export markets, including the floral market, there are many factors that influence the health of the industry and the sum of these factors has contributed to the success of these countries.

If you consider the proximity to consumer markets, you will understand why Colombia was the first South American floral market to develop. The United States is nearby and has a well-developed market. Additionally, the abundance of frequent flights to Europe are an important asset.

Local conditions are another important factor in explaining why Ecuador, with its seemingly eternal spring, is perfect for growing roses and many 'summer flowers'.

Both local and worldwide economies also play a crucial role for South American growers as witnessed by the substantial revenue loss during the economic crisis.

What about politics? This can influence the reciprocal relationship between both importing and exporting countries. For example, an agreement on duty-free export often correlates to a sizeable competitive advantage in the global marketplace. In the past few years, rose exports from Ecuador to the USA were hit hard when Julian Assange was granted asylum in the Embassy of Ecuador in London in 2012 and when Edward Snowden requested asylum in 2013.

Another factor is the exchange rate which can change suddenly from one day to the next. If you had visited the Ecuadorian rose farms a few years ago, you would have seen that the longest, biggest and top-quality roses were

reserved for Russian clients. When the Russian rouble suddenly dropped, many growers found themselves in big trouble and had to change their production to a lower quality product.

South America has increasingly become an important market for breeding companies, whether they sell directly or through representatives, not only due to the issue of plant breeder's rights, but also for testing new varieties. Colombia and Ecuador also have powerful Grower's Associations (Asocolflores and FlorEcuador) with substantial lobbying influence on their governments. However, even with all of these positive factors, poor weather can heavily influence production which occurred in March 2017 in Ecuador.

What about other South American countries? They are not amongst the top export countries for several reasons: either the majority of their production is for domestic consumption, or their agriculture is not fully developed. In some cases, they simply have weak relations with high consumption countries. Lastly, we would like to acknowledge the Holambra municipality in the Campinas region in Brazil where a small group of Dutch immigrants from the Brabant region founded a community immediately after World War II. They are now the leading flower producers and exporters in Brazil.

Author: **Aldo Colombo**

Ecuador – PVP protection profile

Historically, Ecuador has been a country with a reasonable level of plant variety protection and a court system that provided a reasonable basis for the enforcement of IP rights.

The legal basis for the protection of plant varieties is Decision 345 which dates back to 1997. This decision creates a system of plant variety protection for the countries of the Andean Community (Bolivia, Colombia, Ecuador, Peru, Venezuela). Decision 345 provides for the national implementation of the Andean rules with the incorporation of the essential elements of the 1991 Act of the UPOV Convention (even though formally Ecuador has so far chosen to accede only to the 1978 Act).

Under Decision 345 plant varieties could be registered with the IEPI: Instituto Ecuatoriano de la Propiedad Intelectual (Ecuadorian Institute of Intellectual Property). However, as part of efforts to “update” the IP regime in Ecuador, a Presidential Decree has been issued which renames the Ecuadorian Institute of Intellectual Property to the National Service for Intellectual Rights. It is unclear whether the name change is good news for breeders.

NEW IP LAWS

Since 2016 Ecuador has become a worrisome territory when it comes to the protection of plant varieties. In December 2016, a new set of IP laws entered into

force: the “Code for the Social Economy of Knowledge, Creativity and Innovation”, published on December 9, 2016. This code repeals and replaces Ecuador’s previous national intellectual property law.

Some legal commentators have claimed that the new laws are not decisive in regard to the protection of intellectual property because as a member of the Andean Community, Ecuador continues to be bound by the relevant Andean rules, such as Andean Decisions 345 in respect to plant varieties. These Andean rules, in addition to other treaties and international conventions on IP to which Ecuador adheres, would take precedence over local law.

NATIONAL LEVEL

Nevertheless, on a national level, Ecuador now has legislation which aims to primarily protect the national interests and the local workforce in the plant industry and may be considered fairly extraordinary from an international IP perspective:

- Plant variety rights in regard to varieties developed under contract belong to the employer. However, a breeder who is involved in the creation of a new variety and



who works on the basis of an employment contract is entitled to a percentage of ownership no less than 25%.

- Even workers who are not specifically contracted to exercise intellectual activity for obtaining breeders' rights created under an employment relationship, may qualify to obtain co-ownership of PVRs.
- Under the new code, the term of protection for a national PVR is reduced to 8 years in the case of vines, as well as forest, fruit and ornamental trees, and to only 15 years for all other varieties.
- The new Code provides for increased options for obtaining compulsory licenses, which may be granted for reasons of public interest, emergency or national security. The idea is that this would lead to a broadened scope for compulsory licensing. Even though compulsory licensing should lead to equitable compensation for the breeder/rights holder, this option for growers and breeders is expected to weaken the protection afforded to new varieties of plants.

MEMORANDUM OF UNDERSTANDING

With the goal of working towards an improved utilization, protection and enforcement of IP rights, Ecuador entered into a Memorandum of Understanding (MOU) with the United States in 2017. The MOU is meant to serve as a basis for cooperative activities between the two countries but it is doubtful whether this objective can be met.

Since 2016 Ecuador has become a worrisome territory when it comes to the protection of plant varieties.

In addition, enforcement of IP against widespread counterfeiting and piracy remains weak. Ecuador also lacks effective measures to deter illegal growing of protected varieties. Regarding the Organic Code on Social Economy of Knowledge, Creativity, and Innovation (Ingenuity Code), Ecuador is reportedly in the process of developing and implementing regulations. Stakeholders have raised concerns about how these regulations will address issues, such as the scope of certain exceptions and limitations to protectable subject matter. Another area that has considerably weakened is the combat of widespread counterfeiting and piracy. Therefore, the country needs to make greater efforts to improve its IP enforcement procedures, to provide for customs enforcement on an ex officio basis and to promote more effective means of securing ex parte seizures.

Author: **Tjeerd Overdijk**, Vondst Advocaten, the Netherlands

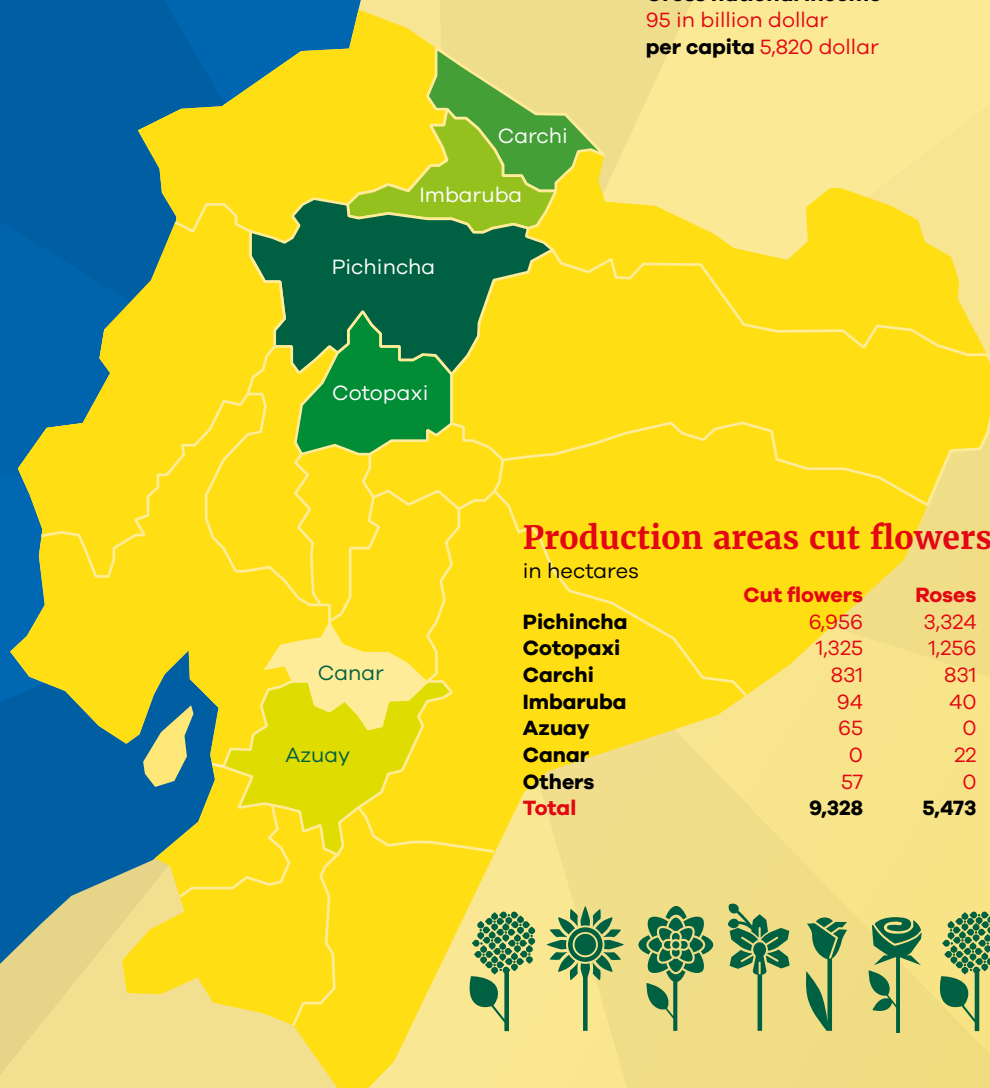
Ecuador, the ideal place to grow

Ecuador is blessed by its ideal weather conditions: the combination of equatorial weather and highlands makes it one of the best places in the world to grow roses. Growers, however, don't have it easy, even in paradise. The amount of arable acreage saw a sharp downturn in 2014 compared to 2013. It took two years to return to pre-2014 levels. There were also major changes in partner nations, with a huge increase in exports to the USA and an equally large decrease to Russia.

Ecuador

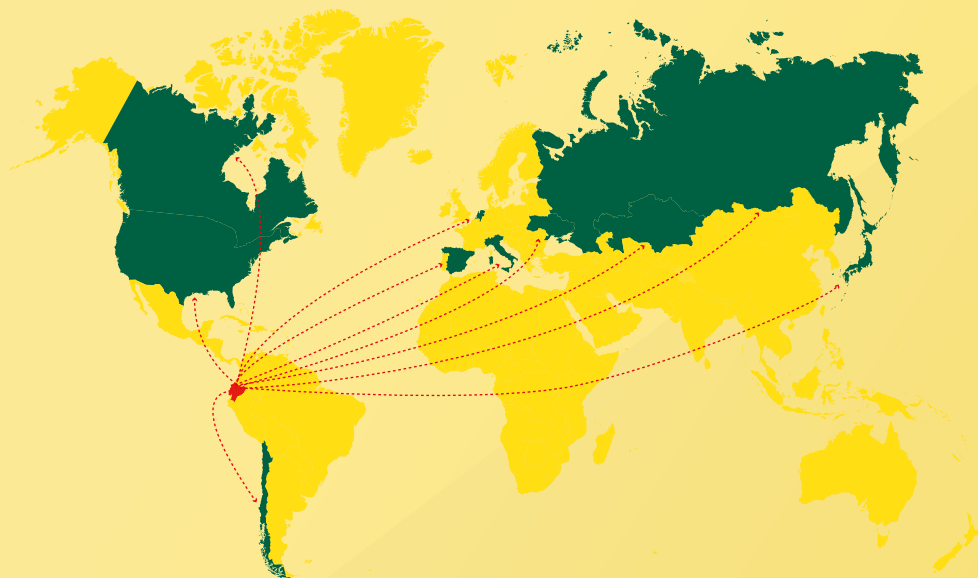
Economic indicators 2016

Population 16.4 millions
Surface area 256.400 km²
Population density
 66 people per km²
Gross national income
 95 in billion dollar
per capita 5,820 dollar



Source: AIPH Int. Statistics
 Flowers & Plants Yearbook 2017





Top ten export countries

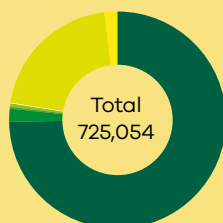
value in 1,000 EUR in 2016

1	USA	346,331
2	Russia	103,229
3	Netherlands	58,014
4	Italy	27,622
5	Canada	18,006
6	Spain	17,882
7	Chile	12,225
8	Ukraine	10,990
9	Japan	10,987
10	Kazakhstan	10,714
	Others	109,074
	Total	725,074

Exports of cut flowers

value in 1,000 EUR in 2016

	Roses	542,652
	Carnations	13,501
	Lilies	2,352
	Chrysanthemums	4,454
	Orchids	13
	Others cut flowers, fresh	148,623
	Cut flowers, treated	13,459



Production cut flowers

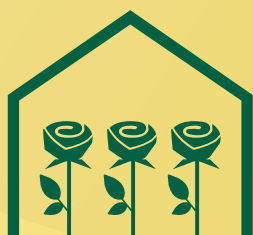
in million pieces in 2016

Under protection

Total	4,561
Roses	3,800

In the open

Total	1,033
Roses	5

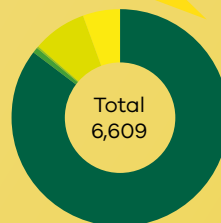


Production of cut flowers

planted surface in hectares

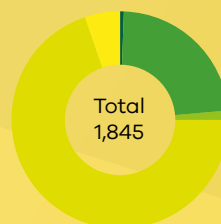
Under protection

	Roses	5,486
	Gypsophila	69
	Aster	6
	Other annual flowers	519
	Other perennial flowers	353



In the open

	Roses	11
	Gypsophila	368
	Aster	23
	Other annual flowers	1,118
	Other perennial flowers	83



The growers in Quito and the surrounding areas have made great progress in sustainability and environmental controls.



‘Get big or go home’

That very combination of words describes a land where some of the most beautiful roses are born, raised and shipped.

The physical attributes of Quito make it one of the perfect places in the world to grow the very best large roses and other floral products as well. Situated at 2,850 m (9,350 ft) above sea level the sunlight is intense, and the temperature is just right for growing roses.

Ecuador entered the flower business about ten years after the Colombians who proved that growing and exporting flowers was a viable enterprise. They took the best techniques and practices learned from their competitors across the border and ended up being the second largest producer in South America.

Quito is a beautiful city surrounded by approx. 50 volcanos. 7 are still active and occasionally raise their voices for all the world to hear.

A curious thing about Ecuador is that the national currency is the US dollar making it easy for Americans to travel there.

EXPORTS

The Ecuadorian growers from the very beginning focused on large headed roses and the very newest varieties on the market. This paved the way for exports to mainly Russia and Europe where these huge flowers could demand a handsome price. This prosperous market allowed the floral entrepreneurs of Quito to expand rapidly and grow they did.

As many are now aware, the Russian market changed for the worse in 2008 leaving the Ecuadoreans scrabbling to find new markets. The North American market which had grown very comfortable with Colombian Roses was the likely target for Quito growers.

As a result, the Ecuadorean growers started showing up at events catering to the US market

looking for new territory. The growers have had to adjust to this market as the Americans were not so accustomed to the baseball sized heads of these roses and the high price needed to secure them. With that said, many Ecuadorean growers have made their mark on the US/Canadian markets despite an additional 6% Import duty specifically on roses (into the US).

FLORAL SHOWS

The Ecuadoreans have been trying to outgrow their Colombian counter parts and this year the Ecuadorean Floral Association Expoflores has decided to host their own floral show in Quito “Flor Ecuador”. This show is a new event that is a spinoff from the Agriflor show held there for the last 15 years hosted by HPP.

With two shows to attend this year there will be a great deal of activity surrounding these events during the month of September.

SUSTAINABILITY

The growers in Quito and the surrounding areas have made great progress in sustainability and environmental controls which have turned many a grower into a mad scientist cooking up herbal concoctions in their labs to reduce the use of pesticides and chemical fertilizers.

The floral landscape in Quito is a fluid one where the big growers are getting bigger by acquiring farms that could not manage to stay afloat. Like many industries growers must continue to improve operations and be super-efficient or as the saying goes “get big or go home”.

Author: William Armellini



Things to note about Chinese PVR

China is a rapidly growing market for plant breeders and the industry is just beginning to discover its true potential. With a government policy in place to modernize agriculture and a shift towards larger scale farming models, we can expect to see more and more demand from China for foreign plant varieties. At the same time, movement to more sophisticated farming models makes the Chinese market increasingly attractive. When it comes to IP, a well thought-out strategy is a must for foreign breeders operating in, or looking to enter, the Chinese market. This article highlights some points to get you started on your China IP checklist.



“When it comes to IP, a well thought-out strategy is a must for foreign breeders operating in the Chinese market.”

Ms Alanna Rennie
Legal trainee CIOPORA



PROTECTABLE GENERA AND SPECIES

At the time of writing, China offers Plant Variety Rights (PVR) protection for 344 genera and species. The Ministry of Agriculture lists 138 genera and species for protection while the State Forestry Administration lists 206. The respective lists are published on each department's website and new varieties are periodically added to these lists.

THE SCOPE OF THE RIGHT

PVR in China attaches to the propagating material of the variety and covers the acts of propagation, production, sale and repeated use to produce propagating material of another variety for commercial purposes. Propagating material is broadly defined to include the whole plant and any part of the plant for forest crops and plant material or other parts of the plant that can be propagated for agricultural crops. Applying these definitions, it would follow that for some crops the scope of the right attaches to flowers and even fruits.

A farmers' exemption is provided which allows *nongmin* to self-propagate, self-use the propagating material of protected varieties without obtaining permission from or paying royalties to the breeder. The term *nongmin* directly translates into English as “rural person” but is more often translated as “peasant” which suggests that the farmers' exemption has a limited scope and does not generally apply to all engaged in farming. However, the exact scope is unclear and remains open to interpretation for farmers of significant scale in terms of fruit and ornamental crops.

NOTABLE DEVELOPMENTS

- As of 1 April 2017, the Chinese PVR offices cancelled all official fees for PVP applications.
- In 2018, the UPOV PRISMA online application tool has become available for lettuce and rose variety applications in China which includes a translation function of application data.
- There are now three specialized intellectual property (IP) courts in Beijing, Shanghai and Guangzhou and 15 specialized IP tribunals across various provinces, responsible for PVR matters within their respective territorial jurisdictions.

OBJECTIVES FOR HORTICULTURE MOVING FORWARD

Intellectual Property and Plant Variety Protection are developing quickly in China and conceptions about the impossibility of protecting and enforcing IP are now quite outdated. However, there is still room for improvement, especially for fruit and ornamental crops. In particular, the industry would like to see the following:

- opening protection to all species and genera
- clear application of the right to harvested material directly and per se, or otherwise in line with the application to harvested material under UPOV 1991
- removal of the farmers' exemption from vegetatively propagated fruit and ornamental crops
- introduction of an essentially derived variety (EDV) concept where all mutants and genetically modified organisms (GMOs) are deemed to be EDVs.

There has been talk about revision of China's PVR regulations for some time. However, a number of developments, including the elevation of a number of PVR provisions into the recently amended Seed Law and advocacy from the seed industry during the Two Sessions (两会) meeting earlier this year, suggest that a new PVR law in China may be imminent.

CIOPORA will continue to closely monitor these developments and share information with the Chinese government about the requirements of breeders of vegetatively reproduced ornamental and fruit varieties.

About the author...

Ms Alanna Rennie is CIOPORA's legal trainee. In her native Australia she works for the CIOPORA member law firm Baker McKenzie in Sydney, where she has had exposure to PVR related matters. Alanna has acquired her Bachelor of Laws with honors from the Bond University and holds a Master's of Chinese Law from the Tsinghua University, Beijing. Alanna is fluent in Mandarin and is currently contributing to CIOPORA's PVR strategy in China.



BREXIT Parties: Let there be light! Now, is there?

“Most of the provisions referring to IPR have been agreed upon at the negotiators’ level...”

Micaela Filippo
Legal Counsel for CIOPORA



It took a year after the official triggering of Article 50 before we learned how Intellectual Property Rights (IPR) may be affected by Brexit from the partially finalized agreement establishing a framework for the entire Brexit process. Yet today, we are still far from having a complete picture. As a summary of the Brexit-themed report released earlier this spring by CIOPORA to its members, the present article provides an overview of the IPR-related aspects of the UK-EU “break-up story”.

On March 19, 2018, the delegations of the EU and the UK published a draft version of the Withdrawal Agreement (WA). With some minor exceptions, most of the provisions referring to IPR have been agreed upon at the negotiators’ level, with only minor technical legal changes yet to come.

DATES TO MARK ON YOUR CALENDAR

One of the most important provisions of the WA is the establishment of the Transition Period which will begin on March 29, 2019, and end on December 31, 2020. During this period, the UK will formally cease to be a part of the EU, albeit the EU laws will remain in force and will continue to be applicable on its territory. Regarding the Plant Breeders Rights (PBR), the draft WA foresees that after December 31 all existing Community Plant Variety Rights (CPVR) will, without any re-examination, become comparable registered and enforceable UK PVR titles.

As to the pending applications, a CPVR applicant will have an ad hoc right of priority in the UK during the period of six months after the end of the transition period, while the date of priority of their CPVR application will be treated as the date of their PBR application in the UK.

BEST CASE SCENARIO

For instance, if a breeder applies for a CPVR in September 2018 for a variety which was first sold outside of the EU in November 2014, theoretically, it will give them time until June 30, 2021, to submit an application before the UK PBR

office without losing novelty. In such a case, the usual novelty period of four years (for most varieties) foreseen by the UK regulation will be extended to six-and-a-half years.

DON'T COUNT YOUR CHICKENS

Now, let's have a look at another possible case scenario. A breeder files an application before the CPVO in one of the last months of the transition period, i.e. from July to December 2020. In this case, it remains unclear whether the applicant is entitled to a one year priority claim according to the UK PVP Act or whether the six month period provided by the WA prevails. Common sense suggests that the longer term should apply, however, applicants should not count their chickens until the WA is signed.

FURTHER DILEMMAS

Another aspect to consider is exhaustion of the right. Should the UK leave the European Economic Area, there is a possibility that the UK might abandon the system of regional exhaustion and come back to the system of national exhaustion instead.

Furthermore, as announced by the CPVO, after the WA enters into force, the UK offices will no longer be entrusted with DUS examinations affecting over 650 species that to the present are exclusively examined by the UK-based institutions. Despite the CPVO's efforts, only half of these botanical taxa could by now be entrusted to other European examination offices. Again, it remains unclear whether the CPVO will continue taking over DUS reports from the UK examination offices after the end of the transition period. Although the guarantee of CPVR title recognition provided by the WA is encouraging, there are still a number of issues that parties on both sides of the Channel have yet to tackle. At CIOPORA, we shall continue to closely monitor this process to guarantee an agreement that provides for a smooth transition and protection of breeders' rights after the Brexit.

About the author...

Micaela Filippo is a Legal Counsel for CIOPORA. She supports the CIOPORA office by consulting on IP protection in Latin America, running legal analyses on the most recent developments in PBR and contributing to CIOPORA's international lobby activities around the world. Micaela holds a law degree from the University of Mendoza, Argentina, and a Master's degree in Public Economics, Law and Politics from the Leuphana University, Lüneburg, Germany.

Komet Sales: Stardate 2018

I walked into the offices of Komet Sales in Medellín, Colombia, with an open mind and a blank note book.

This, even though I know a good deal about the company and its growing influence in the Floral industry having followed the progress of the company owner and founder Alejandro Pérez. With a bit of floral experience and a degree in Information Technology, Alejandro started Komet sales 9 years ago and has never looked back.

There are two stories to tell here. There is Komet Sales the Internet based floral platform and then there is Komet Sales the Silicon Valley styled technology company where some 50, under 40-year-old, employees work in a work environment that is so unlike any I have ever seen.

THE FLORAL PLATFORM

Flowers are bought and sold several times before they reach the end consumer and all along the distribution path data is created and needs to be shared with trading partners. Historically this data was shared on paper or in files that needed to be input and reinput into various databases along the way. Komet Sales platform works with growers, logistic companies, importers, wholesalers and even retailers via their branded K2K program, to seamlessly share this data. With very sophisticated programs Komet Sales can manage your sales, inventory, accounts receivables, e-commerce

and more all the while protecting your company's margins and confidentiality. Allowing floral companies to do what they do best, sell flowers and not try to become software developers. One look at Komet's impressive customer list and you can start to grasp the scope of how this platform has been embraced by some of the largest players in the industry. Komet Sales has five teams of employees to manage the ever-growing number of industry members that are subscribing to this service. Sales; Customer Success, Marketing, Implementations and Programing.

KOMET SALES THE COMPANY

Komet sales the company is a case study in how to manage a business in very new and innovative ways. To start one needs to look no further than the physical work environment. Komet is operated out of two large warehouse looking floors in a lovely part of Medellín. There are no offices, just tables you can write on, computers and people all doing the days task in a very un-orchestrated fashion. A conversation with the very energetic Alejandro is like diving into a bowl of self-help, inspirational, psychological and success books. A ferocious reader he has applied many of the concepts that others have proven to work, and the results are easy to see as you watch the teams in action.

“There are no time clocks, no set work hours, no limit to vacations, no dress code.”

Alejandro Pérez
Owner and
founder
Komet Sales



Alejandro is a very hands-off owner and uses trust as a key component in his family first, management style. There are no time clocks, no set work hours, no limit to vacations, no dress code. Looking around the room there are many anti-stress stations. Four Play Station tables, an entertainment area equipped with guitars, remote control cars, punching bag, a quiet area with two bean bags roped off where anyone sitting there is not to be disturbed. Alejandro's goal is for Komet Sales to become the standard trading platform for the Global floral industry. That is a big goal, but my guess is that he and his teams will make it.

Author: **William Armellini**

Read the full article at
www.floraculture.eu/minds/komet-sales

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- 'Fall' **P**
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- 'Freya' **P**
- 'Futura' **P**
- 'Glossita' **P**
- 'Intro' **P**
- 'Jazz' **P**
- 'Meteor' **P**
- 'Misty' **P**
- 'Rana' **P**
- 'Retro' **P**
- 'Ritmo' **P**
- 'Rostara' **P**
- 'Rouche' **P**
- 'Royale' **P**

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Right rewards



“In recent years DNA fingerprinting has often resolved disputes.”

Maarten Leune
Managing Director
Royalty Administration International



A fair reward to the breeders of new varieties, and the income to ensure that they can continue in their work. A level playing field for propagators and growers, with one set Plant Breeders' Rights fee for every single plant. These are what royalty payments for vegetatively-propagated plants of a protected variety are about.

For around 300 breeders across a wide spectrum of genera, Royalty Administration International, an international leader in its field of activity, makes the payments system work.

Based in 's Gravenzande in the Netherlands, and founded in 1984, RAI has branches in Colombia, Japan and the USA. Maarten Leune, managing director, joined the business in 2001, and was previously a director of a chrysanthemum breeding company. He leads a team of thirty employees altogether, working worldwide. He says that it is their expert knowledge of the trade in vegetatively-propagated ornamentals, coupled with their outstandingly wide network of contacts, that drives the success of Royalty Administration International.

The company can help breeders at every step on the way to receive the rewards of their efforts. Obtaining the grant of Plant Breeders' Rights, advising on marketing and on setting royalty fee levels, and making licensing agreements with propagators – all these are services provided by RAI. It is currently party, on their clients' behalf, to around 3,500 tailor-made licensing agreements.

Once Plant Breeders' Rights have been granted for a new variety, RAI makes sure that the royalty fee fixed is paid for every plant. The company's field representatives and agents make around 4,500 visits annually, enabling them to keep full track of all movements of material of all the varieties for which RAI has undertaken responsibility.

During a visit to a propagator or grower all records of receipt and dispatch will be inspected. So will the ongoing production on the ground, not only of what the propagator or the grower shows to the

visitor, but also of activity elsewhere within the business.

The aim is of course to prevent illegal propagation, and the existence of the system of inspection exerts a very positive pressure in itself. Only in a small minority of visits is anything irregular found. When it is, very often it is found that simple mistakes have led to the incorrect reporting of dispatches, deliveries and plant numbers in production.

Around 99% of problems found are resolved on the spot, says Maarten Leune. Where there has been intent to avoid payment of royalty fees, the co-operation of the offender is sought in agreeing to accept a penalty, plus of course the full payment of the royalties due. Depending on circumstances, the destruction of stock may be enforced.

In recent years DNA fingerprinting has often resolved disputes. It is rarely necessary to enter into legal proceedings, but this is undertaken as a last resort. Breeders involved have full support from RAI.

How successful the company has been through its 34-year history is well proven by the increasing number and diversity of its clients. They range from specialist micro-breeders working on a single species to large companies with a wide range of breeding activities. Clients' portfolios embrace cut flowers, pot and bedding plants, perennials, shrubs, bulbs, vegetables and fruit. Chrysanthemum is commercially the most significant of all, with almost all major breeders of the flower represented by Royalty Administration International.

Author: **John Sutton**



Specialist in license agreements and collection and monitoring of royalties

Royalty Administration International is your intellectual property specialist in the green sector. We monitor around 3,500 license agreements, serve 300 plant breeders, handle 600 plant breeders' rights applications every year, and operate in 75 countries. Making over 5,000 inspection visits a year (to both licensees and others), we focus on preventing and challenging illegal propagation of flowers, plants, fruit and vegetables. For this, we have our own team of highly experienced and enthusiastic personnel worldwide.

We act quickly, honestly and competently, and never lose sight of plant breeders' interests. We aim for a healthy sector and fair competition!

- Alstroemeria
- Bedding plants
- Begonia
- Blueberry
- Bulbs
- Calluna
- Carnation
- Chrysanthemum
- Fruit
- Hydrangea
- Kalanchoe
- Mandevilla
- Pelargonium
- Perennials
- Pot plants
- Rose
- Shrubs
- Tomato
- Tubers
- Etc.



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Fleurora

The importance of breeding cannot be underestimated and is widely practiced in the ornamental industry. The best growers are constantly looking for new and better varieties. Good plant material of the right varieties are the basis of a successful crop. Last year at the World Floral Summit, there were presentations from Fleuroselect and CIOPORA, two of the most important breeder associations in the world.

Fleuroselect works with the international plants industry to test new pot and bedding plants, promote award winners and protect member varieties. They have 75 members worldwide. Each year they organize an annual convention, this year it will take place in Barcelona, Spain from May 30th through June 1st and a Breeders & Young Plant Producers Conference to be held in Wageningen December 4th and 5th.

CIOPORA brings together plant breeders, national breeder associations, patent attorneys and intellectual property consultants. Their goal is to develop and enhance systems of intellectual property protection for reproduced ornamental and fruit plant varieties. CIOPORA has over 100 members (and supporters). CIOPORA also holds annual general meetings and this year the 57th edition will take place in Ghent, Belgium from April 23rd through 27th.

As Fleuroselect looks after the interests of the breeders of sexually reproduced plants and CIOPORA after the interests of breeders of asexually reproduced plants, this means, in practice, that many breeders have to be members of both organizations because they grow both. Where

Fleuroselect concentrates on new varieties and CIOPORA on the legal protection of new varieties, the primary goal of both associations is more or less the same: to strengthen the visibility of breeders, stimulate breeding by promotional means and protect new varieties.

What do breeders do? They look at the characteristics of existing plants and crossbreed them into new and better varieties that combine the best characteristics of both parents. This work requires craftsmanship, persistence, money, time, patience and luck. Most attempts fail but the successes are more than worth the effort. The increasing costs of professional breeding with modern technology necessitates breeders working together to share costs in creating new breeding methods and technologies. If we compare the results of modern breeding to past efforts, these investments are justified.

Thinking this over, it might make sense to combine breeding efforts from breeding organisations: take the best characteristics of both, cross-pollinate them and create one single breeding association for the ornamental industry. Would this be easy? No. Would it be cheaper? I don't think so. But establishing one strong breeders association for the entire ornamental industry might increase the results by combining efforts previously separate. Not only would the organisation be stronger, more effective and efficient but it would also strengthen its standing to speak with one unanimous voice to the outside world, e.g. governments, the EU and UPOV.

I do realise that this would require courage, time and patience but I think it would be well worth the effort.

Author: **Jaap Kras**



Secretary General of CIOPORA Dr. Edgar Krieger (r.) opens the afternoon session of the CIOPORA Conference dedicated to legal aspects of Biotechnology. The panelists l. to r.: Dr. ir. Niels Louwaars (Plantum), Dr. Hans van den Heuvel (Dummen Orange), Dr. François Laurens (INRA).

Biotech-IP Interplay

Following up on the commitment to expand its capacities and knowledge in the field of biotech, on April 26, CIOPORA gathered more than 120 representatives of biotech research, commercial breeding and governments for a biotechnology-themed conference at ILVO Plant, Melle, Belgium.

While biotech experts from the leading European research institutions delivered reports on the swiftly progressing technologies, legal specialists questioned whether contemporary IP systems could keep up with the biotech advancements by providing innovators with adequate incentives. The event served as a stage for defining the

status quo both in biotech research and the surrounding regulatory matters, equally channelling the voices of science, policymakers and the industry in the search for viable solutions for the future. To provide a short recap of the event, two speakers share their thoughts on the conference's main topics.

Scientist Talk



Dr. de Riek, you are the driving force behind the CIOPORA Conference on Biotechnology 2018. For you, what are the biotech trends to watch in the plant world right now?

The trends that emerged during the CIOPORA Conference on Biotechnology were centred around two items: the ever-

expanding capacity in DNA sequencing and New Breeding Techniques. We are observing DNA sequencing technology moving forward to the third generation and bringing high throughput and long-read sequencing within the reach of modern science. In the meantime, the sequencers have evolved from bulky machines to compact flow cells, often only the size of a flash drive. Although a handheld clip on a DNA analyser is not immediately in sight, one can start dreaming of it.

The gene editing, especially the robust CRISPR/Cas9 technology, opens the door to a directed mutagenesis, where specific mutations can be achieved by means of altering the genetic information. It appears to be a much cleaner approach than the conventional mutation breeding as only a few side-mutations should be expected in its process, which can considerably reduce the backcrossing work.

The vision for the future is that technology will be applied to knock out certain undesirable plant traits, such as the browning of apples (e.g. Arctic apples). Although very promising, some classic problems still need to be tackled to achieve precise results. To knock out a gene, it is crucial to know the specific target genes in the species concerned. Other obstacles include the availability of appropriate tissue culture techniques such as the regeneration capacity of plant protoplasts.

Dr Jan de Riek is the Chairman of the CIOPORA Working Group Biotechnology. At ILVO, he focuses on molecular genetics and breeding research in ornamental and agricultural crops. He acquired his doctorate degree in plant biotechnology from the University of Ghent.

Lawyer talk



Dr. Kock, in your speech at the CIOPORA Conference you mentioned that by avoiding collusion between PBR and Patents at any cost, the policy makers are crippling both systems. In your opinion, what solutions are needed to provide for equally effective protection for both new breeding techniques and the entire genomes?

Today, legislators are employing two approaches to tackle the interface issues between Patents and Plant Breeders Rights: limitations to the protectable subject matter and exceptions to IP rights. This leads to solutions like the new Rule 28 (2) EPC, where the patentability of a plant is based not on its features, i.e. novelty and inventiveness, but on how it was made. This not only deviates from patent law principles but creates legal uncertainty as, in most cases, it is not possible to tell how a plant was made.

On the level of the rights, we also see a distortion to the detriment of the IPR holder, either by means of breeders' exemption in patent laws or the currently discussed narrow definition for essentially derived varieties (EDV), which would render varieties with innovative new characteristics as non-EDV. While these limitations may be well-intended and are, at first glance, aimed at protecting future innovation, they also diminish the incentive for innovation and, therefore, are short-sighted and somewhat naïve solutions.

Instead of eroding or abandoning IP rights, efforts should be directed at turning the tide in the current IP systems from exclusivity towards inclusivity, i.e. from "exclusivity & value capture" to "access & benefit sharing". Legislative changes should support such industry initiatives as the transparency database PINTO or the International Licensing Platform for Vegetables (ILP) with clarification of the compulsory licensing provisions, etc. This could lead to solutions which promote innovation instead of denying incentives to its pioneers.

Dr Michael A. Kock is the founder of dr. kock consulting providing consulting services on Intellectual Property (IP) protection and related strategies. From 2007 to 2017, Dr. Kock headed the IP Department at Syngenta Crop Protection AG in Basel. He has a diploma in Chemistry and a Ph.D. in Molecular Biology. He is a certified European and Swiss Patent Attorney. Dr. Kock regularly lectures on IP and has published multiple papers on IP issues in plants in peer-reviewed law journals.

This May Royal FloraHolland transferred FCI to AIPH

This means that from now on AIPH is the publisher of the FCI-magazine, newsletter and website.

We congratulate AIPH on this and wish them success with the further expansion of the international community for the horticultural sector.



FCI: from Royal FloraHolland to AIPH

This is the first edition of FCI appearing under the AIPH banner. In the foreword, you will have read that AIPH has taken over the magazine, website and newsletter previously published under the FCI brand. I would like to take this opportunity to wish AIPH success in its new role as publisher of FCI and explain why we decided to relinquish ownership of FCI to AIPH.

We have to go back to 2016. At that time we were approached by the publisher of FCI. He wanted to stop publishing the magazine and wondered if we would be interested in taking it on. Because the horticultural sector was becoming increasingly more international, we considered it important to keep this platform going. We felt it would be a wonderful challenge and ambitiously launched a new version of FCI. In our offices it was soon nicknamed FCI 2.0.

We developed a new editorial formula and layout for the magazine and worked on the website and newsletter. I am proud to say that by working hard in the span of two years, our team has been able to improve FCI to its current incarnation.

But let's be honest, we also ran into difficulties.

We found that it is difficult to produce a journalistic product at Royal FloraHolland that interests all segments of our international horticultural community. Royal FloraHolland is a large and international company, but it also has its limitations. We were not used to creating journalistic products nor to cultivating a worldwide readership.

When we talked about this with AIPH, we became enthusiastic when they expressed interest in taking over FCI. That enthusiasm only increased when AIPH shared their vision for FCI. Under the management of AIPH, FCI will become an international, multimedia and journalistic platform. I consider this a new, but logical, next step for FCI.

Starting today, AIPH is investing an abundance of resources in the creation of FCI 3.0. And we will continue to support them in this endeavour. After all, Royal FloraHolland is part of the international horticultural community and happy to ensure the continuity of something so valuable to our community.

Servaas van der Ven

Chief Commercial Officer at Royal FloraHolland



Join growers and industry associations from around the world at the AIPH Congress in Padova

The International Association of Horticultural Producers (AIPH) will hold its 70th Annual Congress in Padova, Italy from 17-22 September 2018. The Annual Congress is open to members and non-members and includes conferences, discussion, networking and professional tours that will prove highly valuable for everyone who attends. The AIPH Annual Congress is always a very international event with delegates from all over the globe, all focused on promoting the ornamental horticulture industry.

This Congress is organised with the support of the Italian Nurserystock Exporters Association, ANVE, as well as the Flormart Trade Fair which will run alongside the Congress. The event will incorporate an AIPH International Horticultural Expo Conference for all those involved with Expos. There will also be an AIPH International Green City Conference to bring together experts and knowledge on urban greening from around the world.

There will be time to visit the AIPH-approved, Flormart Trade Fair and to visit premier Italian growers in the world-famous growing region of Pistoia. Delegates will also be able to visit Venice and the fabulous Botanic Gardens in Padova.

For more information visit:
www.aiph.org/events/padova

AIPH has approved International Horticultural Exhibitions for many years.

AIPH-approved trade exhibitions not to missed in 2018

Two major 2018 industry trade events have gained the approval of the International Association of Horticultural Producers (AIPH). AIPH has approved International Horticultural Exhibitions for many years but extended this to cover trade exhibitions recently with the first D Category Expo approved by AIPH in 2017.

This was Greentech, a major event for growers that will take place in RAI, Amsterdam in the Netherlands from 12-14 June 2018. The exhibition is aimed at professionals in the horticulture industry and will include numerous educational sessions with a focus on crop production.

The second is Flormart which will take place in Padova, Italy on 19-21 September 2018. Flormart will include exhibitors from around the world as well as growers and suppliers from Italy. It will include conferences and seminars for all those with an interest in the horticultural supply chain. The AIPH 70th Annual Congress will take place alongside Flormart this year, bringing a wider international audience to the event which is growing year on year.

To gain the approval of AIPH as D Category exhibitions applicant shows must demonstrate high quality organisation and strong international participation. They must offer excellent value to visitors and high levels of care to international participants.



The same in green?

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Vondst

Vondst is a compact specialized law firm based in Amsterdam that deals exclusively with intellectual property law, ICT, pharmaceuticals & life sciences. The lawyers of Vondst assist and support their clients in thinking as an entrepreneur. We are experienced, accessible, focused and committed.

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We represent and assist a wide range of clients within the horticultural and agricultural sector including flower and seed breeders, growers, packaging companies and machine manufacturers. Our firm is a member of Plantum NL and CIOFORA.

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Coming soon!

We would like to share some highlights of upcoming events that we think may be of interest to you.



19-20 JUNE 2018

HTA National Plant Show & HTA Nursery Supply Show

UK – The HTA National Plant Show now in its ninth year will once again showcase the very best of British plant suppliers all under one roof. The Show offers a 'back to basics' approach, focusing purely on plants at the best time of year for retailers to plant their ranges for the following season.

Running as a separate exhibition in hall 3 alongside the HTA National Plant Show,

is the HTA Nursery Supply Show, where exhibitors with a wealth of innovation and expertise cover the full spectrum of suppliers from labelling and product information, polytunnel and glasshouse supply, substrates and growing media through to display benching, potting machinery and everything in-between.

For more information go to:
www.nationalplantshow.co.uk
www.nurserysupplyshow.co.uk

20-22 JUNE 2018

Hortitech

Brazil – Situated in Holambra, the Hortitech is a technical exhibition of floriculture and horticulture, protected cultivation and intensive crops, with more than 400 exhibitors and around 30.000 visitors.

For more information go to:
www.hortitec.com.br



14-17 JULY 2018

Cultivate '18

USA – Your business will perform better, grow faster, and prepare for the future as a member of AmericanHort, the green industry's leading association. Experience where it all comes together this July in Columbus, OH USA at Cultivate'18, the

industry's premier event for new knowledge, new products, new varieties, and new connections. Learn more at AmericanHort.org/Cultivate.

For more information go to:
www.cultivate18.org



Colophon

FloraCulture International

is an independent international trade magazine gifted to the floral industry by AIPH. FCI shares knowledge within the industry by bringing together markets, people and cultures because we believe this will make us all bloom.

FCI team

Tim Briercliffe (Editor in Chief),
 Angie Duffree (Managing Editor & Media Account Manager),
 and a number of highly talented journalists and photographers.

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Meet us at Cultivate '18 booth #1651





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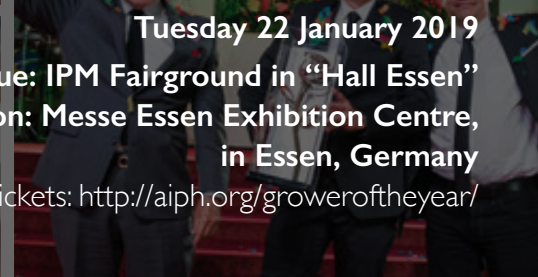
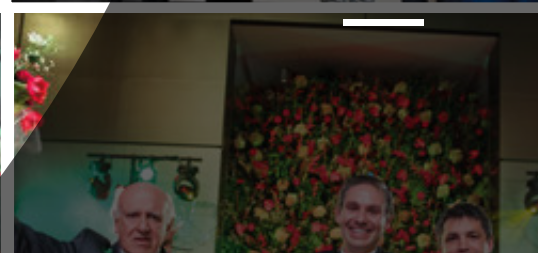


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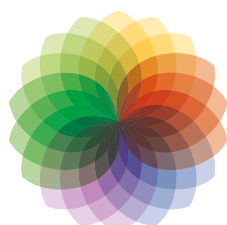


Tuesday 22 January 2019

Venue: IPM Fairground in "Hall Essen"

Location: Messe Essen Exhibition Centre,
in Essen, Germany

Book tickets: <http://aiph.org/groweroftheyear/>



AIPH

INTERNATIONAL GROWER OF THE YEAR AWARDS 2019

Where global horticulture celebrates the best in ornamentals production.

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