

Study Visit Innovation Assistant

case study:

***Accompanying measures for
the registration
of a biological pesticide***

Company profil:

Erber AG

Biomin – Sanphar
Feed additives

Romerlabs–Quantas-Biopure
Myctoxin analytics

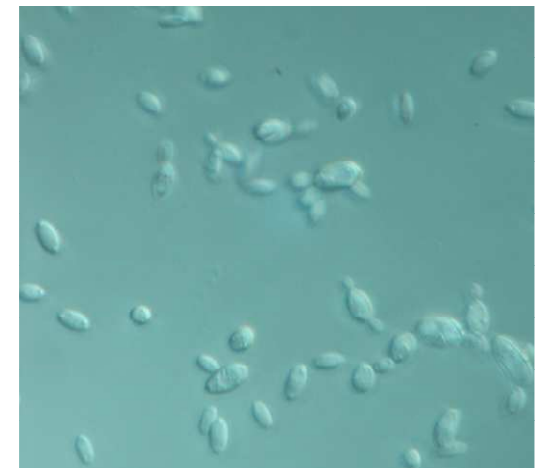
Bio-ferm/bio-protect
Bio pesticides

Employees bio-ferm: 4

Active ingredient of bio-pesticides:

Aureobasidium pullulans

- Eu-ascomycete with asexual, yeast-like reproducing cells (blastospores)
- occurs naturally in the environment (soil, water, plant surfaces)
- well adapted, tolerant of drought, resistant of radiation, fast growing
- genetically not manipulated



Production:

Fermentation



Vacuum-filter

Extruder

Fluidized bed dryer



Shelf life:

12-13 months at room temperature (25 °C)

18 months at cold storage (8 °C)

Blo**ssom Protect™**

- against fire blight on pome fruits



Bóni Protect®

- against post harvest diseases on pome fruits



BOTECTOR™

- against *Botrytis cinerea* on grapes







Innovation Project:

Accompanying measures for the registration of a biological pesticide

1.8.2007 – 30.9.2008

Aim:

-Submission of the registration dossier at the Austrian authorities (AGES)

-Clarification of the market acceptance of Blossom Protect on EU-markets and other international markets

Target achievement:

-EU dossier is submitted

-Until now: distribution of „Blossom Protect™“ in several European countries and Morocco

-Working on EPA registration USA and registration in China

-(New product launch in 2009

New product has the same active ingredient as „Blossom Protect™“)



Know how establishment for our company:

Innovation Assistant



Now responsible for:

Sales and Marketing

-Presentation techniques and negotiations
- innovation marketing



Establishment of a distribution network
Technical product support

- Project management



Speed up of internal processes
e.g.: preparation of marketing collateral
Organisation of marketing events

Innovation management

Strengths

+

Small groups (only 8 participants)

very good lecturers

Topically close to daily work

Enough time to practice
(good balance between theory and time for exercise)

weaknesses

-

some lectures of the course are too short (e.g.: innovation marketing)

Not all topics relevant for SMEs
(e.g.: some chapters of leadership skills)

Where can I use the learned skills in my daily work?

Presentation techniques and negotiations

- Technical support (technical presentation)

- Customer dialogue
 - Distributors
 - Farmers (end-user)
 - (Local authorities)

- Presentations on conferences

Where can I use the learned skills in my daily work?

Project management

- Organisation of marketing events
 - e.g. Bio-ferm Info Days
- International trial-planning
- Production of marketing collateral

Where can I use the learned skills in my daily work?

knowledge management (innovation marketing)

- clear definition of customer's benefit
- lot of ideas for product launch of **BOTECTOR™**
- Market-Map = evaluation of market potential

Where can I use the learned skills in my daily work?

Team building and conflict management

- conflict management after acquisition of new company in Germany
 - Bio-protect (reponsible for R&D)
- Customer care
 - Complaints: e.g.: delay in delivery
- Daily business with colleagues

And finally ...



Innovation price of lower Austria 2008
For the product innovation:

Blossom Protect™

THANK YOU FOR
YOUR ATTENTION



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