



ABIM 2023

23–25 October 2023

Congress Center Basel, Switzerland

www.abim.ch



The Premier Global Meeting Place for the **Biocontrol** Industry



ABIM 2023

23-25 October 2023

Congress Center Basel, Switzerland

www.abim.ch



The Premier Global Meeting Place for the Biocontrol Industry

HR & Biocontrol

Mature Expectations in Immature Market

Hugues DUMAS

Co-CEO

SYNOVIVO  & **MANAGERIA**

HR Solutions

Agricultural and Agri-food sector

www.synovivo.com

www.manageria.fr



1. HR activities
2. Data Overview
3. Mature Market vs Immature Market
4. People Expectations
5. HR Impact

Pure Player Agriculture & Food Industry

HR Solutions



UPSTREAM

Agriculture
Agro Industry
Biotechnology
Agtech

DOWNSTREAM

Ingredients
Food Industry
Process & Packaging
Distribution & Food Service B2B/B2C
Foodtech



**CUSTOMER SATISFACTION
EMEA, AMERICA & ASIA**

- Contacts -

hdumas@synovivo.com & c.boulaire@manageria.com

Member of Alliance **SYNOVIVO** **MANAGERIA**



OUR EXPERTISE

- Executive Search
- Expert Acquisition
- HR & Assessment Solutions



OUR TEAM

- 2 International Hubs
- 20 people including 15 Consultants



Research & Innovation
Business & Marketing

M & A

Industry & Supply Chain
Management & Strategy

HR & Finance

Pure Player Agriculture & Food Industry

HR Solutions



SEEDS

CROP NUTRITION
CROP PROTECTION
BIOTECHNOLOGIES

SYNDICATES
EQUIPEMENT

BIOSOLUTIONS

- Biostimulant
- Specialty Crop Nutrition
 - Solid & Liquid
- **Biocontrol**
- Ingredient



OUR EXPERTISE

- Executive Search
- Expert Acquisition
- HR & Assessment Solutions



OUR TEAM

- 2 International Hubs
- 20 people including 15 Consultants



Research & Innovation
Business & Marketing

M & A

Industry & Supply Chain
Management & Strategy

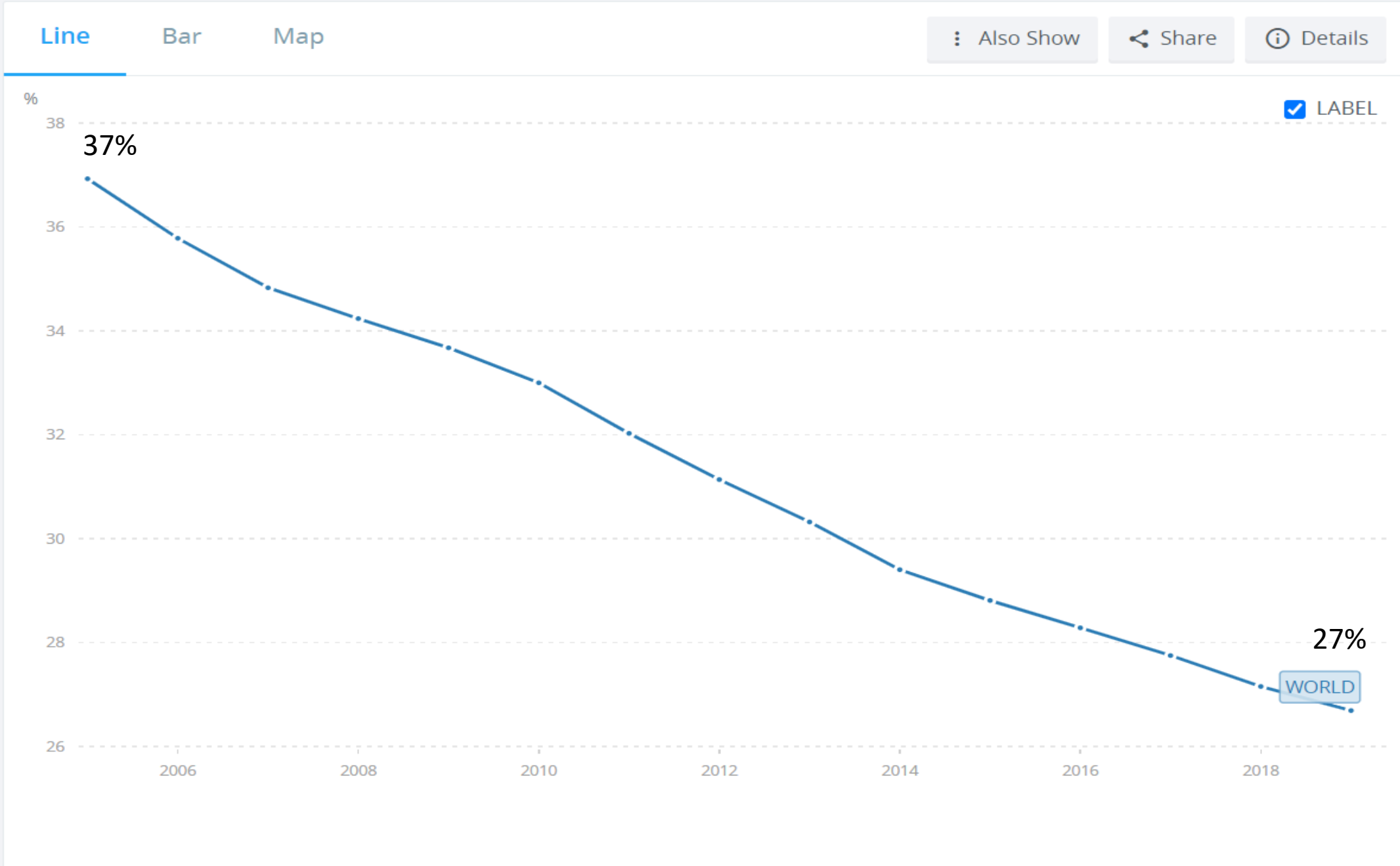
HR & Finance

The Premier Global Meeting Place for the Biocontrol Industry

Employment in agriculture (% of total employment) (modeled ILO estimate)

International Labour Organization, ILOSTAT database. Data as of January 2021.

License : CC BY-4.0

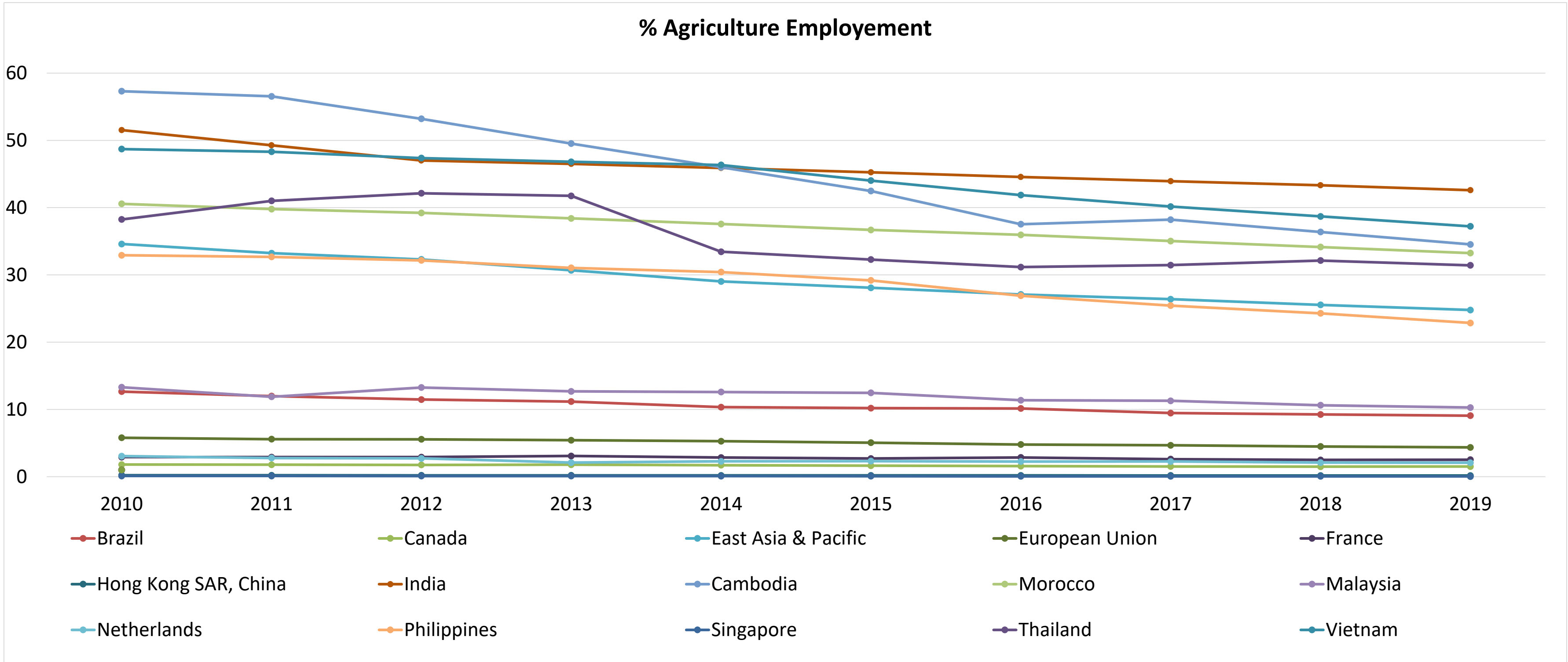


Agriculture Employment
→ 10 % decrease

High Variability
→ Maturity of the market

The Premier Global Meeting Place for the Biocontrol Industry

% Agriculture Employment

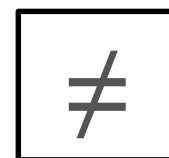


Traditional Market *vs* New Market

AgroChemicals  *Biocontrol*

Mature Market *vs* Immature Market

Mature and Highly
Competitive Markets
Cost of Market Shares is High



Developing
Markets (as Countries)
Market Shares is "more" affordable

Evolution of the Global Market Biocontrol & HR Impact

Mature and Highly
Competitive Markets
Cost of Market Shares is High



Developing
Markets (as Countries)
Market Shares



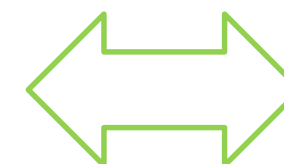
M
A
R
K
E
T

- Social Expectations
- Politics & Regulatory Issues
- Innovation & Differentiation

- Production Efficiency
- Prices
- New Products / Distribution Network

HR Challenges are not the same *(Regional & Market Effects)*

- P
E
O
P
L
E
- ✓ Quality of Challenges & Projects
 - ✓ Values of Company
 - ✓ Work Conditions
 - ✓ Sustainability



- ✓ Salary
- ✓ Well known Company Brand
- ✓ Potential of Internal Development
- ✓ Short term thoughts

HR Impact on Biocontrol Market vs Crop Protection

Product

NEW

Process

NEW

People

Also accept that it has to be

NEW



This market approach is necessary to make effective decisions for your

Organization

(Corporate & Marketing Strategy)

&

People

(HR & Sustainability Strategy)

ABIM 2023

23-25 October 2023

Congress Center Basel, Switzerland

www.abim.ch



The Premier Global Meeting Place for the Biocontrol Industry

HR Impact on New Market

You are **Innovative** in your **Product Strategy** !

Are you **Innovative** in your **HR Strategy** ?

Hugues DUMAS

hdumas@synovivo.com

+33 6 33 01 75 37

SYNOVIVO  & MANAGERIA

HR Solutions

Agricultural and Agri-food sector