

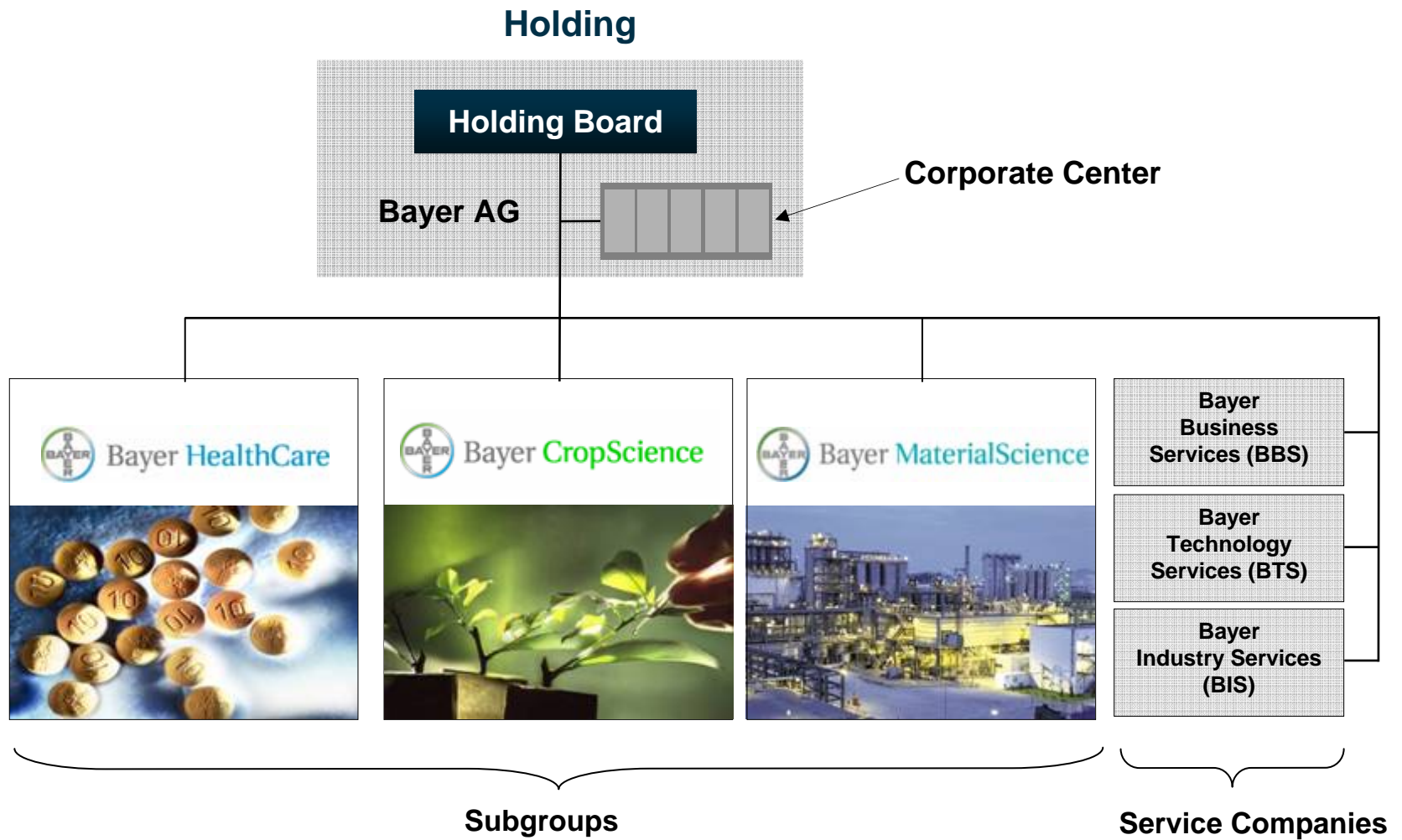


Bayer CropScience

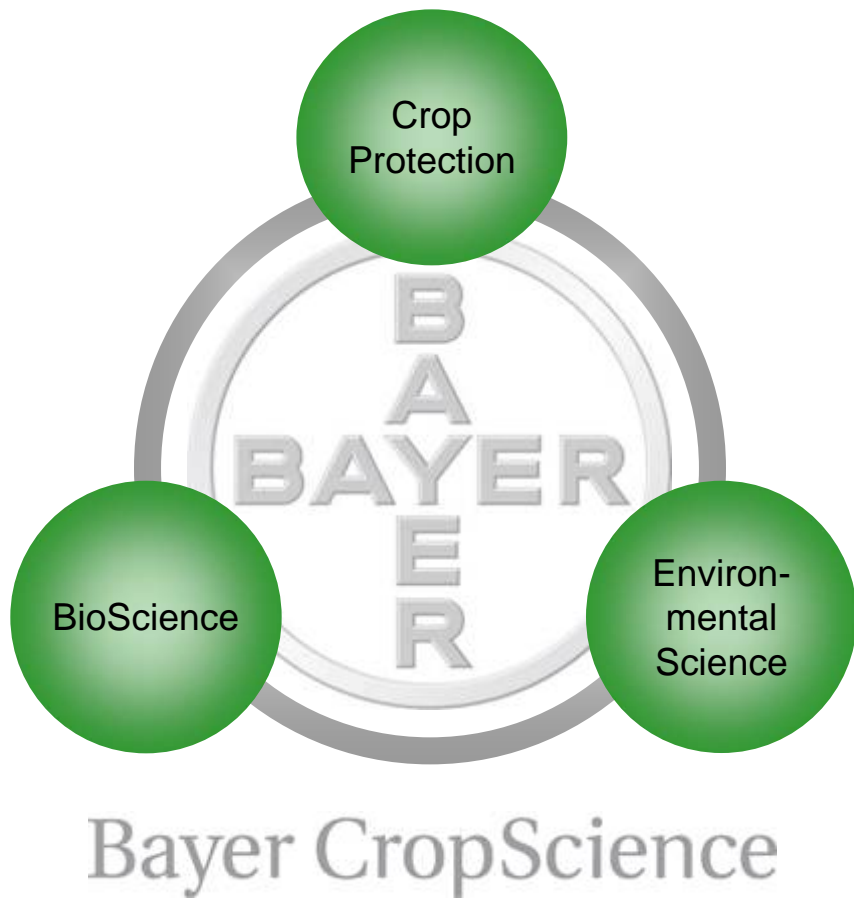


Research and Development
Klaus Sturm, BCS-D-AD

Strategic Subgroups of the Bayer Group



Business Groups of Bayer CropScience



Crop Protection

- ◆ Insecticides
- ◆ Fungicides
- ◆ Herbicides
- ◆ Seed Treatment



Environmental Science

- ◆ Professional
- ◆ Consumer



BioScience

- ◆ Nunhems
- ◆ Crop Improvement

Research and Development A Global Facility and Competence Network



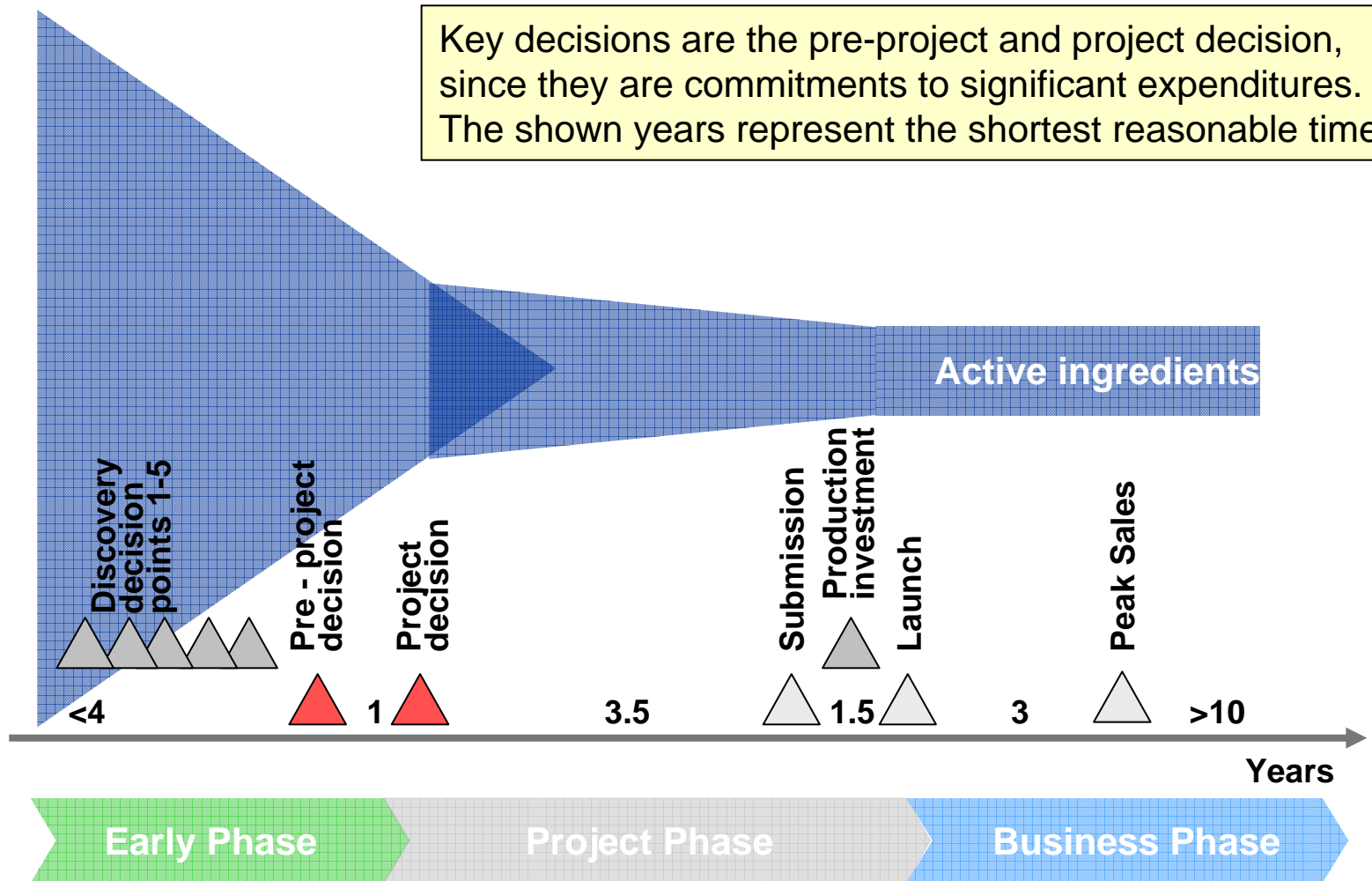
- An extensive network of R&D facilities spanning the entire globe
- A strong R&D team with 3,700 scientific staff worldwide
- 9 key R&D sites on 3 continents supplemented by numerous field testing stations

Global Headquarters at Monheim

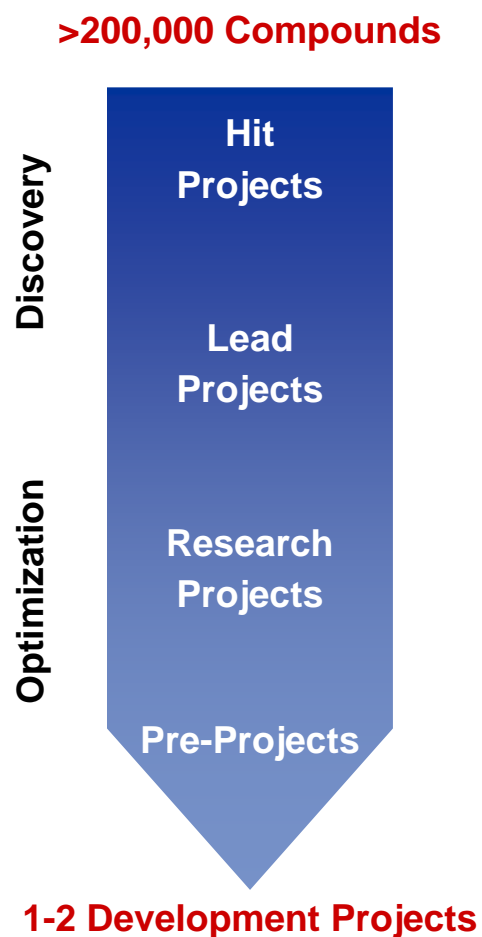


- Size of site:** about 60 hectares; surrounding Bayer-area: 200 hectares arable farm land
- Employees:** approx. 1.800
- Building:** 10 building-complexes with institutes and administration-buildings
- Main Focus:** Research, Development, Marketing, Administration

Phases of Product Development



The Role of Research in A.I. Innovation



Identification of lead structures

- High throughput chemistry
- Compound acquisition
- High throughput screening platforms
- Cross-indicational approach

Optimization of lead structures to development candidates

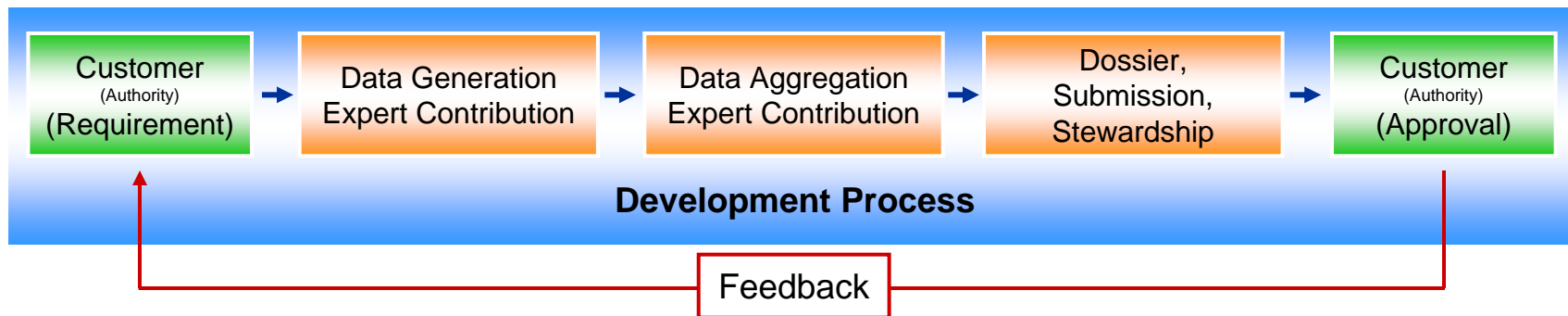
- Targeted chemistry approaches
- In depth biological & biochemical characterisation
- Profiling with regard to economics, safety and registerability in cross functional teams
- Steered by Indication Committees

➔ A fully integrated innovation process delivering 1-2 development projects per year

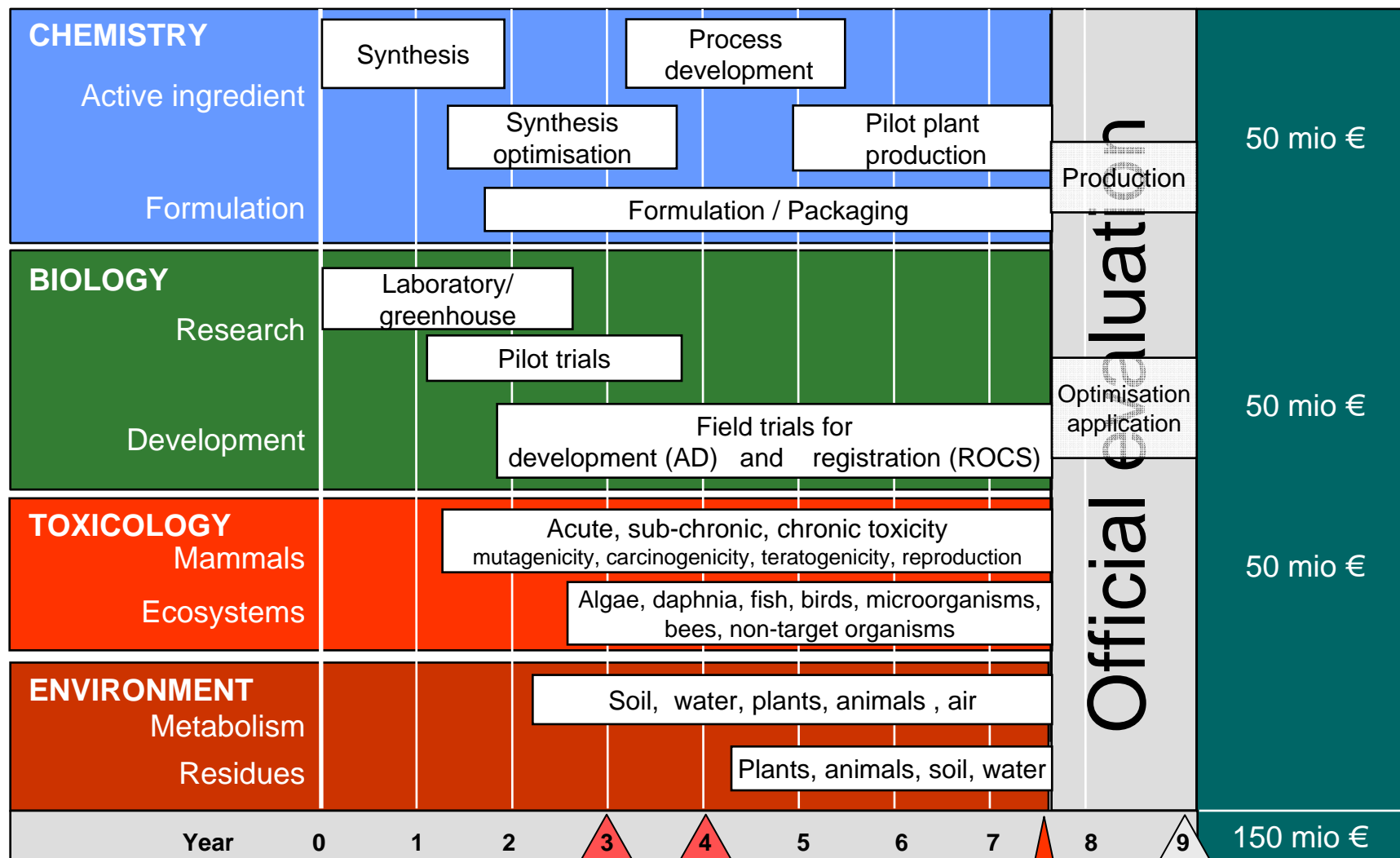
Responsibilities of Development

The global responsibility of Development starts with the field testing of new Active Ingredients having shown promising activity in the glasshouse screens through the registration of new AI's.

It continues with the support of the product life cycle management (regulatory defense, label extension, innovative uses, formulations and applications).



Product Development: Activities, Time and Cost

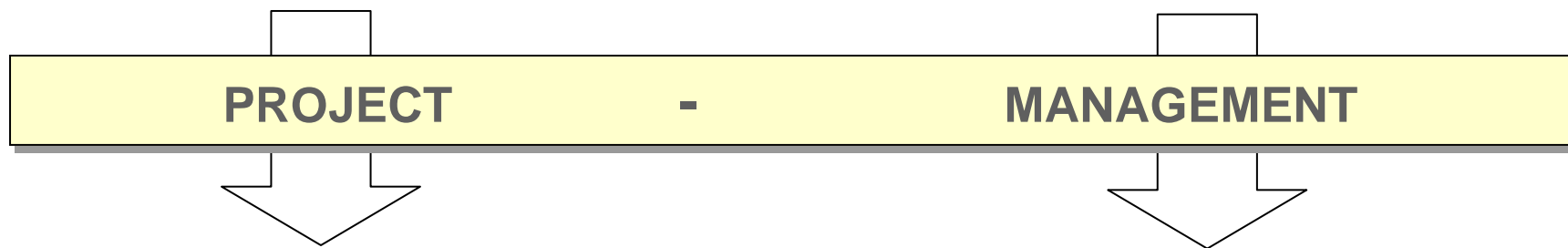


The Role of Project Management in A.I. Innovation

Optimize value creation by driving projects successfully to market and to peak sales in the quickest time possible at optimized cost. Improve the quality and transparency of decision making in the product life-cycle.

Are we doing the projects right?

Are we doing the right projects?



- ◆ Reduce time to market and time to peak sales
- ◆ Ensure resources and budgets are available in due time for success
- ◆ To have a marketing strategy that maximizes project potential and project value

- ◆ Fulfill customer and market demands
- ◆ Align project portfolio with market demands and strategic goals
- ◆ Balance resource-allocation and risk-value profile of project pipeline



Bayer CropScience

Agronomic Development



**Wir danken Ihnen für Ihre Aufmerksamkeit und
wünschen Ihnen eine erfolgreiche Tagung**