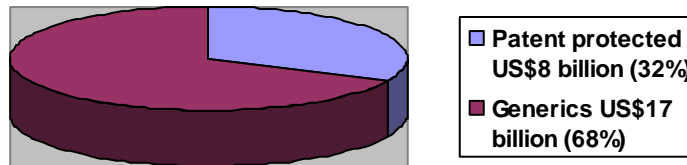


# A new report from Enigma Marketing Research

## The European Union Market For Generic Agrochemicals

Six major R&D-based companies dominate the agrochemicals industry with combined sales of \$21,801 million/year, representing some 87% of the global market. Since generics account for 68% of all agrochemicals sold worldwide (\$17 billion), it is evident that the top six R&D exercise a disproportionate control over the generics sector.



- How have the R+D-based companies achieved this dominance
- What effect will the proposed changes to the EU Directive 91/414 have?
- How can the generic sector survive?

This report:-

- Identifies the major drivers behind the consolidation of the global agrochemical industry.
- Defines all the existing Active Substances (AS) used in the EU market and their patent status now and in 2009.

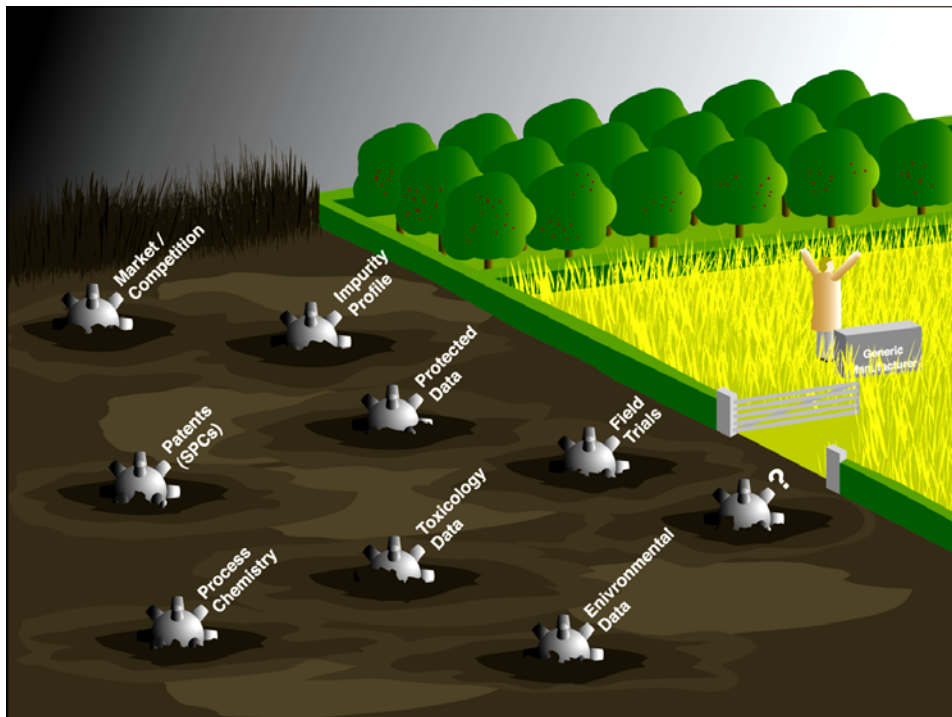
- Defines all the AS used on the major crops (maize, cereals, pome fruit, potatoes, sugar beet, vines, vegetables, oil seed rape).
- Identifies the difficulties facing a generic company to bring a product to the EU market.
- Looks at how the generic sector in the EU agrochemical industry will look in the future.

The Table of Contents (see below) demonstrates the detail which has gone into this report

This report will benefit:-

- **Existing suppliers of generic AS to the EU market**
- **Potential suppliers of generic AS to the EU market**
- **R&D based agrochemical companies**
- **Industry analysts**
- **Legislative bodies involved in food production**

This report will assist you to navigate the minefield of getting a generic agrochemical to the EU market and reach the land of milk and honey.



## Purchase Contract - The European Union Market for Generic Agrochemicals

*Please print out and complete this form and fax to:*

**Enigma Marketing Research**

**Fax: 44 + 1477- 533346**

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<b>The purchase price for this study is</b>	<b>£1,250</b>
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