

先正达：激发植物潜能，焕发精彩生活

Syngenta: Bringing plant potential to life



[柯博尔，先正达中国区总裁]

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2000年11月13日，诺华和捷利康合并旗下农业部门，成立了总部位于巴塞爾的先正达公司——第一家专注于农业领域的全球化集团。

今天，先正达在全球90多个国家和地区拥有超过2.8万名员工，致力于“激发植物潜能，焕发精彩生活”的公司使命，拥有从高品质农药到各种作物、园艺和花卉种子的丰富产品线，能提供产品到技术服务的完整解决方案，在高价值种子市场位列第三。通过世界一流科技、遍布全球的业务网络和对客户的承诺，积极推动提高作物生产力、保护环境、改善健康水平和生活质量。先正达在华相关总投资已超过3.6亿美元，在中国设有五家独资企业、一家合资企业、一家合作企业和多家办事处，拥有员工2000余人。

引领技术创新

2014年，先正达在研发领域的投入达到14亿美元，在全球拥有5000名研发人员。先正达对创新的追求开发出广泛的安全、有效的整合作物解决方案，帮助种植者提高生产效率。

On November 13th 2000, Novartis and Zeneca merged their agricultural businesses to form Syngenta. Headquartered in Basel, it is the first global agricultural group focusing on agribusiness.

Today, Syngenta has more than 28,000 employees in over 90 countries and regions. With the purpose of “Bringing plant potential to life”, the company has comprehensive product portfolio from high-quality pesticides to seeds of crops, horticulture and flowers, and can provide complete solutions from products to technical services. The company ranks third in the high-value seed market. Through world-class science, global business network and commitment to our clients, we advocate the increase of crop productivity, protect the environment and improve people's health and quality of life. Syngenta has invested a total amount of over USD 360 million in China, and has set up five wholly foreign-owned enterprises, one joint venture, one collaborative enterprise and a number of offices with more than 2,000 employees in total.

Leading technology innovation

In 2014, Syngenta has investment in R&D reaching USD 1.4 billion and 5,000 researchers around the world. Syngenta's pursuit of innovation has developed a wide range of safe and effective integrated crop solutions to help growers improve productivity.

Syngenta Biotechnology China (SBC) is the Group's sixth research and development centre worldwide. Established in Zhongguancun Life Science Park in Beijing in 2008, it now has a team of more than 150 high quality researchers. As the first foreign-funded agricultural biotechnology research institution in China, Syngenta Biotechnology China works together with Chinese research institutions, focusing on early biotechnology and natural agronomic research of major crops such as corn and soy beans, in order to improve crop yield, drought resistance and disease and insect resistance and facilitate the development of agriculture in China.

Integrated crop solutions - think like a grower

Syngenta has a wide range of technologies in crop protection, seeds and seed coating which are unmatched in our sector. Not only can we provide integrated services to growers now, we can also provide truly innovative and revolutionary technologies in the future. Our strategy advocates thinking like growers, and to understand their considerations on land and crop in a comprehensive and integrated manner. For the Chinese market, we have launched “Tao of Rice” integrated solutions for

先正达生物科技（中国）有限公司是先正达全球第六个研发中心，于2008年春落户北京中关村生命科学园，目前拥有一支由150多人组成的高素质科研团队。作为国内首家外资农业生物技术研究机构，先正达生物科技（中国）有限公司携手中国各科研院所，专注玉米、大豆等主要作物早期生物技术和天然农艺性状领域的研究，用于提高作物产量、抗旱性及抗病抗虫能力，推动中国农业发展。

综合作物解决方案——像种植者一样思考

先正达在植保、种子和种衣剂领域具备广泛的技术，这使我们在业内拥有独一无二的地位，不仅能在现阶段为种植者提供整合的服务，也能在未来提供真正具有创新性和革命性的技术。我们的战略倡导像种植者一样思考，以全面、整合的方式去理解他对土地和作物的考虑。我们针对中国市场推出了“稻之道”水稻综合解决方案、“好开始，高产量”玉米综合解决方案及“健康种薯”马铃薯综合解决方案能够实现更少投入，更多产出，并有效减少植保产品的使用，更有效地保护环境。

健康、安全和环保

先正达在华工厂严格执行世界一流的安全标准和环保标准，承诺为中国农业及食品行业提供全面、创新、环保的作物解决方案。

先正达南通作物保护有限公司于1999年创建，是中国最大的外资农化项目之一。2013年先正达追加投资，启动新的“配制包装”项目，生产高品质的环保型产品，南通工厂是先正达全球八大原药生产基地之一。

对可持续发展的贡献

先正达于2013年9月正式启动“绿色增长计划”，旨在应对全球粮食安全和可持续发展面临的挑战，提高农耕生产力和资源使用效率，令生态系统焕发活力并为农村社区带来繁荣。该计划包含到2020年的六大承诺：

一、让作物更有效率地生长：在不消耗更多土地、水和其他资源投入的前提下，将世界主要作物的平均生产效率提高20%。2014年，先正达建立了一个由860个参考农场和2700多个基准农场所组成的网络，其中涉及玉米、水稻和马铃薯的34个参考农场和209个基准农场位于中国。参考农场采用定制的作物解决方案以提高生产力，先正达通过对比基准数据来衡量提高生产力的进展。

二、拯救更多耕地：提升濒临退化的1000万公顷耕地的肥力。先正达设计了相关项目和教育机会，帮助种植者在耕种过程中将对土壤的破坏降到最低。2014年，先正达的项目覆盖了80万公顷土壤。

三、促进生物多样性：在500万公顷耕地上提高生物多样性。2014年，先正达在20多个国家开展了约50个项目，覆盖了70万公顷农业地区。在中国我们推广免耕和少耕的种植方法并与全国农技中心等机构合作，在浙江省水稻田中应用稻之道，并在农田边缘和缓冲地带建立丰富的生物栖息地。我们下一步将在中国采取授粉行动旨在商业农场中提升授粉昆虫如蜜蜂的数量。

rice, “Good start, high-yield” integrated solutions for corn and “Healthy growing” integrated solutions for potatoes, in order to achieve more output with less investment, and effectively reduce the use of plant protection products and better protect the environment.

Health, safety and environmental protection

Syngenta facilities in China strictly implement world-class safety standards and environmental standards, and commit to provide China's agriculture and food industry with comprehensive, innovative, environmentally-friendly crop solutions.

Founded in 1999, Syngenta Nantong Crop Protection Company Limited is one of China's biggest foreign-funded agricultural projects. In 2013, Syngenta made additional investment to launch the new “preparation package” project for high-quality eco-friendly products. The Nantong facility is one of Syngenta's eight major production bases of active ingredients over the world.

Contribution to sustainable development

Syngenta officially launched “Good Growth Plan” in September 2013 to address the global food security and sustainable development challenges, focusing on boosting agricultural productivity and resource efficiency, rejuvenating ecosystems and strengthening rural communities. The plan includes six commitments by 2020:

. Make crops more efficient: Increase average productivity of the world's major crops by 20% without using more land, water or inputs. In 2014, Syngenta established a network of 860 reference farms and more than 2,700 benchmark farms, where 34 reference farms and 209 benchmark farms involving corn, rice and potato are located in China. The reference farms use customized solutions to improve the productivity of the crops. Syngenta measures the improvement of productivity by comparing them with benchmark data.

. Rescue more farmland: Improve the fertility of 10 million hectares of farmland on the brink of degradation. Syngenta designed programs and educational opportunities to help growers minimize damage to the soil during cultivation. In 2014, Syngenta's project covered 800,000 hectares of soil.

. Help biodiversity flourish: Enhance biodiversity on 5 million hectares of farmland. In 2014, Syngenta initiated about 50 projects in more than 20 countries, covering 700,000 hectares of agricultural landscape. In China, we rolled out the farming methods of less or no tillage. Together with the National Centre for Agricultural Technology, we used “Tao of Rice” in rice fields in Zhejiang Province, and created diversified biological habitats on the edge of farmlands and the buffer regions. For the next step, we'll carry out pollination in China to raise the number of pollinating insects such as bees in commercial farms.





四、帮助小农户：接触2000万小农户，帮助他们将生产效率提高50%。先正达通过销售途径已经接触了153万小农户，主要分布在亚洲。在中国，先正达2014年间接触了729万小农户，并通过像农民会和先正达学习中心的田间活动直接接触了14.9万小农户。

五、确保农业从业人员安全：为2000万农场工人提供劳动安全培训，尤其在发展中国家。2014年，先正达通过专门的安全用药培训项目或业务活动培训了470万人，并建立了基准数据，以便衡量进展。在中国，先正达2014年培训了35万人，其中17.9万人是小农户。

六、关爱每一位工人：在我们整个供应链网络争取公平的劳动条件。如今，该项目已经覆盖了先正达全球5万家种子供应农场的一半以上。先正达正在取得公平劳工协会（Fair Labor Association）对此项目的认证。

对中国农业现代化及可持续发展的承诺

先正达全力支持中国的农业现代化和可持续发展，运用先进科技和全球资源来帮助提高生产力、保护环境、改善人们的生活。我们引领品质和安全标准，致力于为中国农民研发、生产并提供全面的作物解决方案，创造价值。

我们还非常重视对中国农业人才的培养，在2001年设立了先正达农业科教发展基金。截至到2015年，在此基金成立15周年之际，共有约3000多名优秀的农业院校大学生、研究生及40名有突出贡献的农村实用人才获得了相关资助。

展望未来，创新、技术及合作将会是我们持续发展的强劲动力。作为位于瑞士的全球领先的农业科技企业，先正达将继续以技术为核心的综合作物解决方案及战略适应本土的需求，充分利用我们的创新能力为中国市场带来更高效的新产品和解决方案，帮助中国种植者提高生产效率，繁荣农村社区，拓展本地采购，与中国的合作伙伴一起，共同为促进中国农业的可持续发展做出贡献。

. Empower smallholders: Reach 20 million smallholders and enable them to increase productivity by 50 percent. Syngenta reached 15.3 million smallholders, primarily in Asia. In China, Syngenta reached 7.29 million smallholders indirectly in 2014, and directly reached 149,000 small holders through farmers' meetings and field trips of the Syngenta learning centre.

. Help people stay safe: Train 20 million farm workers on labour safety, especially in developing countries. In 2014, Syngenta engaged 4.7 million people with safety training programs on pesticides, and established baseline data to measure future progress. In China, Syngenta trained over 350,000 people in 2014, of whom 179,000 were smallholders.

. Look after every worker: Strive for fair labour conditions throughout our entire supply chain network. Today, the project has covered more than half of Syngenta's 50,000 seed supplying farms all over the world. Syngenta is getting the certification on the project from the Fair Labour Association.

Commitments to the agricultural modernisation and sustainable development of China

Syngenta fully supports China's agricultural modernisation and sustainable development, and will use advanced technology and global resources to help improve productivity, protect the environment and improve people's lives. We lead the quality and safety standards, and are committed to developing, producing and providing comprehensive crop solutions to Chinese farmer and creating value.

We also attach great importance to the cultivation of agricultural talents in China, and have set up Syngenta Agriculture Education & Research and Rural Community Development Fund in 2001. As of 2015, at the 15th anniversary of the establishment of the fund, a total of more than 3,000 outstanding undergraduates and graduate students from agricultural colleges as well as 40 rural talents with outstanding contributions had been funded.

Looking to the future, innovation, technology and cooperation will be the strong impetus of our sustainable development. As a global leading agricultural technology enterprise in Switzerland, Syngenta will continue to adapt to local needs with technology-centred integrated crop solutions and strategies, and make full use of our innovation capacity to bring more efficient new products and solutions to the Chinese market, help Chinese growers to improve productivity, empower rural communities, expand local procurement, and contribute to the sustainable development of China's agriculture together with our partners in China.