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Syngenta brief

Introduction

Syngenta provides products to protect crops. It is the world's third largest seed producer. It employs around 21,000 people. It works in over 90 countries. In 2007, it had sales of around £4.6 billion. The need for food is growing at a rapid rate. It is up to technology to try to create the extra supply. Syngenta works to do this without damaging the environment. It develops products that lead to better crop yields and new and better seeds.

SLEPT

There are some factors over which a business has no control. These are called external factors. Businesses can use a SLEPT model to study these factors. SLEPT stands for Social, Legal, Economic, Political and Technological factors. Using this model allows the business to see opportunities and avoid threats.

Social and Legal factors

Social factors relate to changes in tastes and lifestyles. They include:

- global population growth
- changing diets . such as an increased demand for meat
- shortage of land for crop growing
- the rapid growth of new economies like China and India
- rising demand for fuel.

Another key change is the increase in demand for water. Agriculture is the world's biggest user of water. Syngenta's plants are more water-efficient and yet still high-yielding.

Legal factors relate to changes in the law. Syngenta has to work within a framework of laws. These protect wildlife and the environment. Others relate to the safety of both employees and consumers.

Economic and Political factors

Economic factors relate to changes such as costs, prices, wage rates, exchange rates and inflation. Some factors that have had an impact include:

- the changing diet of the world as wealth increases
- rising food costs causing hardship in some countries
- rising oil prices.

Farmers want both good products and good returns for their money. Syngenta makes products to help farmers use land more efficiently.

In the case of political factors, Syngenta's work supports three major themes:

- food security: The UN defines this as when all people have access to enough safe food to meet their needs.
- energy security. Countries want to be less dependent on others for fuel. Syngenta helps by investing in and supporting biofuel technology.
- climate change. Using biofuels helps to reduce greenhouse gas.

Technology

Syngenta uses technology to increase output. It develops new products and new methods. Products increase yields, reduce soil erosion and improve biodiversity. Syngenta's work with biofuels helps to support car makers developing low emission cars. Science is helping to release energy from biofuels more efficiently.



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Conclusion

There is a growing world population. This means a change in the pattern of demand for food. Syngenta uses technological and scientific research to address this problem. It is working towards a secure future for both food and energy.