

Madagascar Rice Value Chain System

The Landing and Rooting of a Seed



- Yuan's Seed Co., Ltd. is an agricultural enterprise integrating research, production and sales of hybrid rice seeds, serving both domestic and foreign markets.
- The export volume of Hybrid rice seeds ranks among the top three in China all the year round, and the cumulative export volume of Hybrid rice seeds exceeds 20000 tons, which can be extended to 15 million mu.



2008-2014

Independent research - exploration of overseas industries

East China Branch of National Hybrid rice Engineering Technology Research Center Settles in Anhui Subsidiary
Carry out overseas scientific research and explore the African market, and transfer the headquarters from Hefei to Changsha

2000-2007

Trading Enterprise - Physical Trade

Starting from Asian businesses such as Indonesia, the Philippines, Bangladesh, and Vietnam



2014-2019

Industrial upgrading - comprehensively going global

Africa Branch of National Hybrid rice Engineering Technology Research Center settled in Madagascar Agricultural Industrial Park
Leading enterprises, technology centers, enterprises, and enterprise



2020-2021

Overall adjustment of international strategy - localization approach

Variety first in the Asian market, breeding and seed production
Industry landing and large-scale planting in the African market

2022—

Hybrid rice promotion platform

Explore local advantageous product industries, collaborate with multiple industry enterprises, Exploring operational models in different countries





In 2008, the "East China Branch Center of National Hybrid rice Engineering Technology Research Center" settled in Anhui Subsidiary of Yuan's Seed , and academician Yuan Longping unveiled the branch center



In April 2019, Sui Zhongcheng, Vice Governor of Hunan Province, and Minister of Agriculture of Madagascar jointly discussed the development of Hybrid rice in Madagascar



In June 2019, the Ministry of Agriculture of Madagascar, the Center, Yuan's Seed and, Zhonggang Bay Group signed a contract on the localization project of Hybrid rice



In 2019, the "African Sub center of National Hybrid rice Engineering Technology Research Center" was settled in the Madagascar Industrial Park of Yuan's Seed , and the Ministry of Agriculture of Madagascar and the director of the center were listed as the sub center.



Nigeria Hybrid rice promotion project was signed as the key project of 2019 China Africa Economic and Trade Fair



In November 2019, Academician Yuan Longping listened to the report of "the Belt and Road Work" of Yuan's seed

The Overseas Development Path of Yuan's Seed - A Development Path under Pressure

Domestic market saturation



Traditional foreign trade enterprises

Asian market: towards saturation

Competitive advantage: high yield+low price

Overseas competition pressure



Foreign trade enterprises

Investment in Asian and African markets

Competitive advantage: Localization of breeding, seed production, and scientific research

Industrial scale restrictions



Overseas platform enterprises

Localization and industrialization of overseas markets

Competitive advantage: Hybrid rice promotion platform+local advantageous resources

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Going Global - Basic Support and Core Advantages

Leading product technology level

- The company has established 2 research and development centers (Bangladesh, Madagascar) and 7 international marketing outlets in Asia, Africa and other regions. The superiority of Hybrid rice is demonstrated through variety breeding, demonstration and promotion.
- With the advantages of variety and advanced planting technology, compared with local varieties, the average yield has increased by more than 50%, greatly improving the current situation of low food production in the local area. Especially in Africa, the yield growth is basically over 200%.



Yuan's Seed in Africa

Blue Ocean Market - Industry Landing



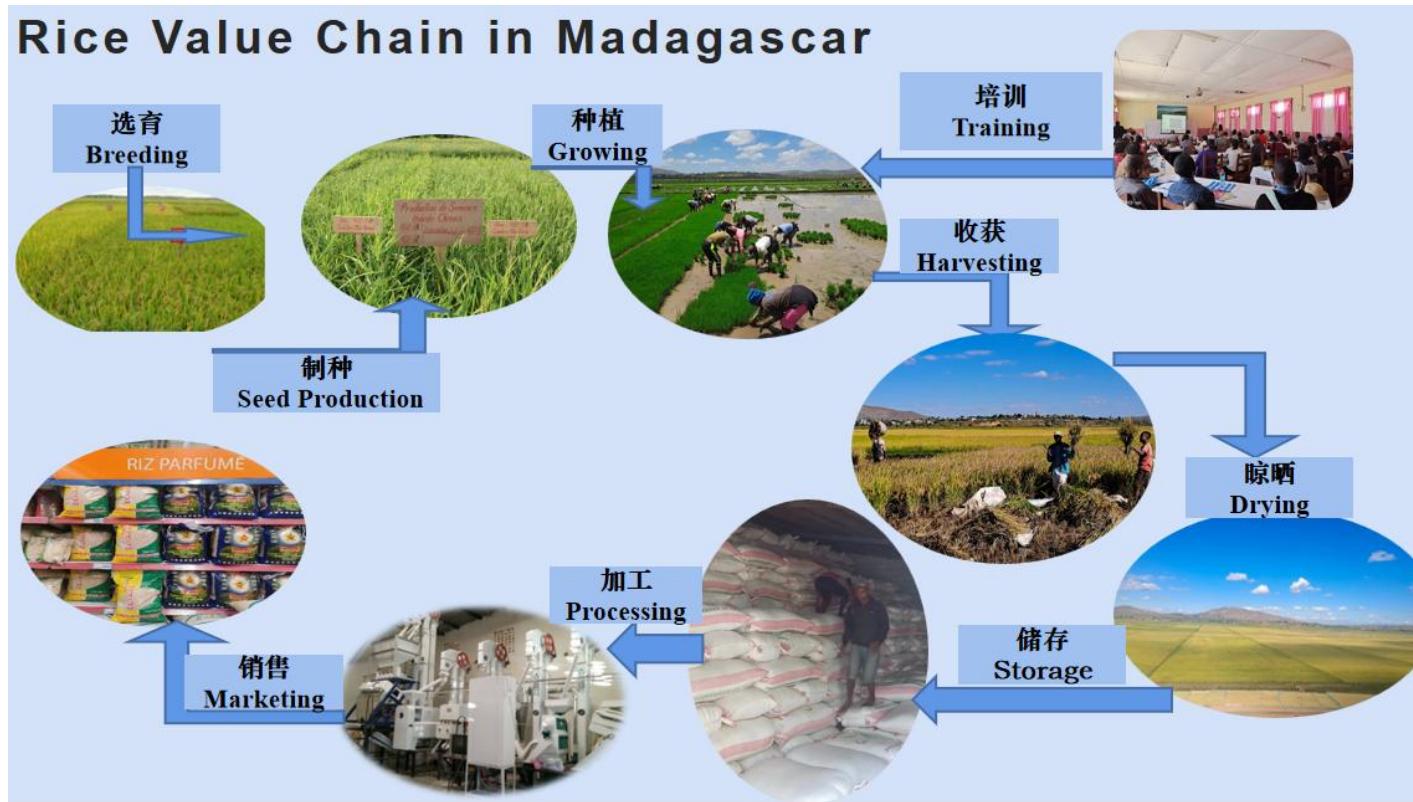
Madagascar model (self operated)

- In 2010, Yuan's Madagascar Agricultural Development Co., Ltd. was registered and established in Madagascar
- Five Hybrid rice varieties approved by Madagascar government have been bred
- By 2022, a total of 71000 hectares of Hybrid rice have been promoted, with an average grain yield of 7.5 t/ha, twice the average grain yield of Madagascar, and the maximum grain yield of 12 t/ha. Hybrid rice has shown high yield, drought tolerance, flood tolerance, lodging resistance, quality and other excellent characteristics.



Yuan's whole industry chain of Hybrid rice in Madagascar

In Madagascar, the entire industry chain operation has been achieved, including breeding, seed production, seed sales, planting, rice harvesting, rice processing, and rice sales.



Seed production of Hybrid rice

YUAN' S SEED



杂交水稻种子生产



Technical training of Hybrid rice in China



Technical training and guidance of Hybrid rice in Madagascar



The Ministry of Agriculture of Madagascar held a Hybrid rice harvest celebration



ALAOTRA-MANGORO Region Held a Hybrid rice Harvest Celebration



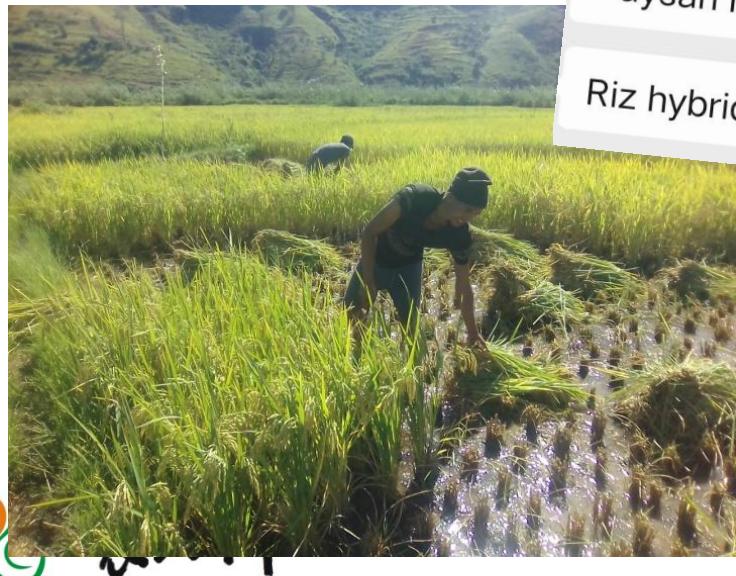
Promotion of Hybrid rice

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Promotion of Hybrid rice

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Promotion of Hybrid rice

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Hybrid rice Appears in International Exhibition

YUAN' S SEED



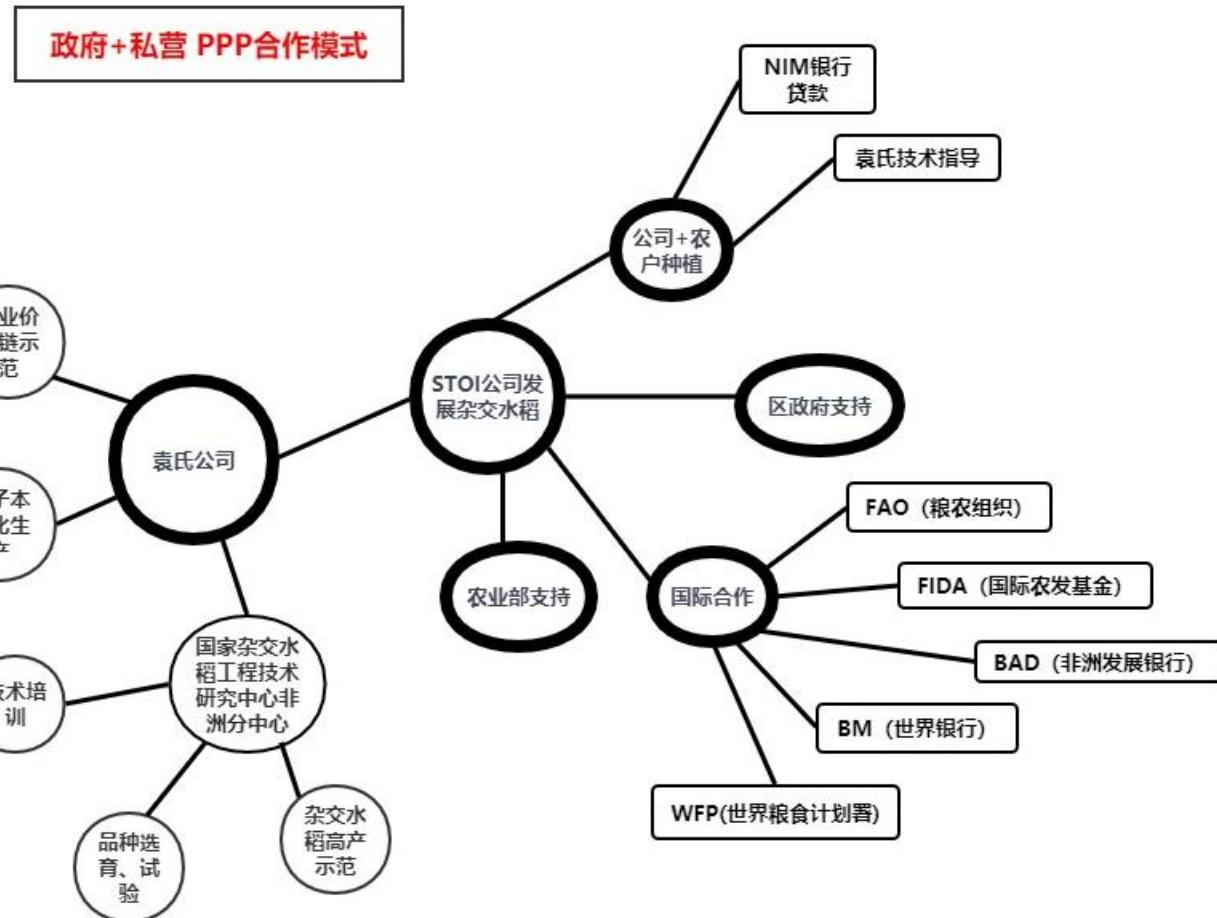
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PPP model

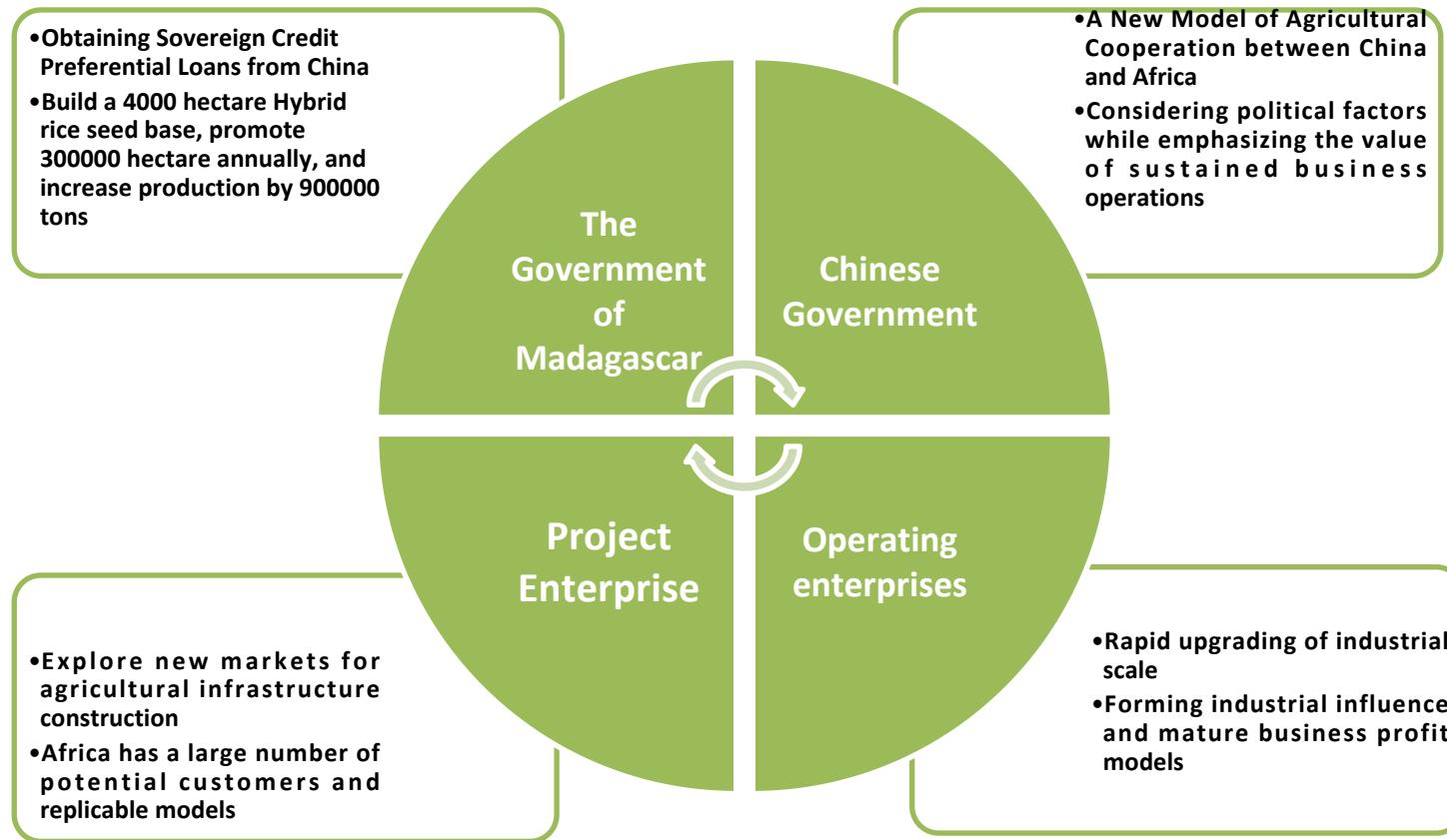
Localized development, led by domestic government and enterprises, and assisted by Yuan's .

Advantages:

Domestic government policy support;
Driving force for domestic enterprise development;
Joint international organization strength;
Enhance the international status of Hybrid rice;



Industrialization Path 1- Madagascar Hybrid rice Localization Project



Industrialization Path 2- Madagascar Modern Agricultural Industrial Park Comprehensive Agricultural Development (Multi format Co operation)



Animal husbandry

Advantage Product -
Lamb

Immune zone of small
ruminant diseases

Realize the first import
of Malaysian lamb into
China in 2023

Rice industry

Hybrid rice

Core products

Solving the problem of food
self-sufficiency

Extreme poverty among
farmers - purchasing
methods: government
procurement and small
commercial loans

Dry grain Plantation

Corn, soybeans, cassava

Grain and oil crops in dry
fields

Balanced development of
Plantation

First cassava import to
China in 2017

advantage

Rich operational models

**Low cost and high-
quality local products**

New Mode of Free Trade

**Zone - Barter Trade -
Overseas Revenue
Collection**

Partners

Dry grain - Country

Garden Agriculture

Lamb - Hunan Old

Farmers

公司将始终践行袁隆平院士愿景

发展杂交水稻
造福世界人民
袁隆平

To develop hybrid rice and benefit the people all over the world

—Academician Yuan Longping

