



Homologa™

The Global Crop Protection Database



Homologa™ helps you to

Analyze competitor activities

- Follow up new registrations
- Follow up of a specific competitor
- New generic products – parallel imports
- Search for distribution partners in individual market segments/countries
- Analyze competitive situation in case of mergers
- Identify competitor registration strategies

Homologa™ helps you to

- Save time to find detailed information about registrations
- All is translated in English
- Work on global level with one system only
- Search focused on needs
 - Automatic alerts sent by e-mail
 - Alert can be set by country, crop, active ingredient, company – no overflow of information
- Get direct access to labels from ministries or manufacturers

Homologa™ helps you to

Product Management

- Follow up of new competitors
- Quick comparison of competitor products with own products
 - Application methods
 - Pests
 - Dose rates
 - Phrases
 - Pre-harvest interval
 - Access to complete label information
 - MRLs
- Search tool for brands
- Help for elaboration of marketing strategy

Homologa™ helps you to

Global Registrations

- Helps developing global registration strategy
 - Homologa gives global overview over registrations including pests
 - Allows better coordination of trials in taking all country needs into account
 - Saving 2-3 trials will pay for a whole year's subscription
 - Increases trial efficiency
- In case of new restrictions or cancellation of active ingredients Homologa can give:
 - Quick idea about the potential loss of registrations
 - Or about the potential markets due to the change in legislation

Homologa™ helps you to

Minor uses and Invasive species

- Minor uses and off label registrations are included
- It allows comparing countries and finding existing solutions in other countries
- Gives plenty of arguments for cases of 'candidates for substitution in Europe'.

Homologa™ helps you to

Food chain issues

- Homologa is the unique database that allows comparing registered products and their MRLs at the same time
- Since the majority of differential MRLs are based on different use patterns of the products Homologa can supply the basic differences as well as possible solutions or alternatives.
- Trade statistics give easy global view about flow of agricultural commodities

Further Questions?

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