



# Reality and Myths of Genetically Modified Food

## Issues Relating to Research, Commercialisation and IP Management

Genetic modification has recently been in the spotlight in Western Australia. For example, the new state Liberal government has given the green light for large scale GM canola trials which is likely to lead to the suspension of the GM crop moratorium of WA set up by the previous Labour government. Interest in genetic modification has grown significantly in recent years to become a large focus area for research and innovation, yet, as evidenced by the protests preceding the State Government's announcement, it is also the subject of fierce political and commercial debate.

LESANZ has the honour of inviting Adj. Assoc. Professor Chris Florides to explain reality and myths about genetically modified organisms (GMO's) and provide a factual overview of emerging technologies in this field. Chris will also share his expertise in commercialisation of new discoveries in both the commercial and academic arenas.

Adjunct Associate Professor Chris Florides has had a career in Agricultural Science, both in Research and Development as well as marketing, spanning over thirty years and four continents. Chris has successfully managed the Agricultural Chemical businesses of three multinational companies (ICI, DOW CHEMICAL and UNIROYAL) and more recently he founded, developed and sold a primary production enterprise and a grain processing company.

Chris is a past president of the Australian Institute of Agricultural Science and has mentored university students for the last 15 years. A respected scientist among his peers is also recognised for his highly developed commercial skills. Chris currently holds the position of CEO and research director of Saturn Biotech Ltd., a molecular diagnostics company at the WA State Agricultural Biotechnology Centre at Murdoch University. Saturn Biotech provides services to Primary Industries, and commercialises its own research both nationally and internationally. They have unique IP and are the national providers of several Agricultural diagnostic tests. Saturn Biotech is the recipient of several government research grants and collaborate with many Universities and Government bodies.

## Event Details

Date: Tuesday, 28th July, 2009

Time: 5.15 pm Registration & Drinks  
5.30 pm Presentation  
6.30 pm Drinks & light refreshments  
7.30 pm Event concludes

Venue: Innovation Centre WA, Unit 3, 9 De Laeter Way Bentley

Cost: LES Members \$25\* Non Members \$50\* (\* Incl of GST)

RSVP: Friday, 24th July

Book: Online via the link in this email or by going to  
<http://lesanz.org.au/realmevents/events.html>  
Payment online for Visa or MasterCard or advise EFT or Cheque  
The tax receipt will be emailed to the recipient immediately upon booking



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