**Czech experts presented a unique technique for growing cannabis**

Prague, June 13, 2024 – **Czech experts reaped success at the leading conference focused on the European hemp market Cannabis Business Europe 2024. Presentation leader Václav Trojan from the Faculty Hospital at St. Anny (FNUSA) and experts from the Zenplanto medical cannabis grower captivated the audience with their presentation on the technique of in vitro cultivation in a clean laboratory environment.**

Medical cannabis is becoming a classic pharmaceutical product, which is why it is necessary to adhere to strict standards when growing it and ensure constant availability. The days when the cultivation of medicinal cannabis was regarded as only plant production are long gone. However, experience from the market is such that none of the growers is currently able to consistently supply hemp (hemp flowers) with a guaranteed and standardized content of active substances.

**In vitro yields standardized harvests**

Thanks to the in vitro technique, plants can be grown completely free of viruses, fungi and other contamination. At the same time, it makes it possible to achieve standardized values ​​for each plant and harvest. "*In cases where genetics are not tested at the beginning of cultivation, it can happen that the virus breaks out only after a few harvests and you lose the entire line*," Dr. Václav Trojan, who is one of the leading pioneers in cannabis research for medicinal purposes, pointed out the risks of traditional nurseries . "*The in vitro technique solves these problems and ensures high quality and standardized products at every harvest*," he adds. And it is precisely in production for medical purposes that standardization is key.

“*For example, in the German market there was a great demand for strains with 30% THC content for pain management. But none of the growers was able to guarantee such a value. In practice, this means that the attending physician adjusts the patient's dose and there is a lack of clear standardization in the process*," says Aleš Hrabák, an expert in pharmacy and one of the founders of the Zenplanto medicinal cannabis grower, as an example from practice.

**The first study brings results**

Experts agree that large-scale clinical trials demonstrating its benefits will be essential for medical cannabis to become more widespread. "Thomas Skovlund, CEO of STENOCARE A/S, presented the first data from Denmark at the conference. They already show that thanks to cannabis treatment, it is possible to reduce treatment expenses by 14% compared to the standard one," Aleš Hrabák shared an interesting point from the conference.

The conference in Frankfurt also focused on the development of the German market. After a recent change in legislation, complications with the handling and distribution of cannabis as a narcotic substance disappear here. The market there is also expected to grow by more than 20% between 2023 and 2024. Another interesting topic was the situation in France, where after a two-year pilot program for 2,000 patients, medical cannabis will be fully legalized from

January 2025. Conversely, in Denmark, where only extracts are allowed, the market is growing very slowly.

At the conference, experts from the nursery Zenplanto represented their close cooperation with leading experts, such as Dr. Václav Trojan from FNUSA and Dr. Anna Rozkowská from the University of Gdańsk, who is involved in the development of sensors for determining the maturity of flowers. Thanks to such partnership projects, experts can bring innovative approaches to ensuring the production of high-quality and standardized medical cannabis products.

**About Cannabis Business Europe 2024**

The annual conference focuses on the latest developments and trends in the European cannabis industry. Key topics include regulation and legislation, manufacturing technologies, business opportunities and market trends. The participants are experts from various fields such as manufacturers, researchers, regulators and entrepreneurs who share their experiences and innovations, thus promoting cooperation and growth in the medical and recreational cannabis industry in Europe.

**About Zenplanto:**

Zenplanto was founded in 2022. We focus on the healthcare sector, specifically on the production of cannabis-related goods and services. The co-founder and owner of the majority stake in the project is the investment fund eMan Innovations, a venture capital fund that focuses on domestic and foreign technology projects with global potential and is backed by the technology company eMan. eMan is a leading Czech software supplier, since 2020 its shares are publicly traded on the PX Start market on the Prague Stock Exchange. More at [www.zenplanto.com](http://www.zenplanto.com) and [www.zenplanto-farms.com](http://www.zenplanto-farms.com).

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