

Program

FUTURE GENERATION EVENT

presented by



Part 1: Presentations from IESE Business School

Where: Fira Plenary Hall

When: 17 May 2022, 18:00-19:00

The Future Generation event is a brand-new feature of the ISF World Seed Congress that creates a unique space for exchange among the different generations in the seed industry. During the event, MBA students of IESE Business School will present studies they have done on the seed industry. The student teams were challenged to find answers to the following core question:

“ISF and its members operate in a delicate balance between providing essential solutions, complying with legislation, thriving a business and dealing with public opinions. What are the strengths and weaknesses of the global seed sector in terms of reputation and (perceived) added value to stakeholders, and how can the industry improve its (social) license to operate?”

1. Opening remarks – Michael Keller, ISF Secretary General (3 mins)
2. Presentation 1: "Business plan to enter the Nigerian seed market: the importance of extension programmes as a market entry strategy" (12 mins)
3. Reaction from: Marco van Leeuwen, Managing Director, Rijk Zwaan (3 mins)
4. Presentation 2: "Are vegetable breeding companies doing enough to address the climate challenges of today? (Examples from Spain)" (12 mins)
5. Reaction from: from Piotr Szalacha, Key Account Management Lead EAME, Seedcare Syngenta (3 mins)
6. Panel discussion with Alice Ingabire (Access to Seeds Index), Charlotte Nederpel (biologist at Wageningen University & Research), Marco van Leeuwen (Rijk Zwaan) and Marc-Olivier Zwicky (Syngenta). Moderated by Kees Knulst, Specialist Public Affairs, Rijk Zwaan.
7. Q&A (10 mins)

Part 2: Cocktails

Where: Fira Exhibition Area

Time: 19:00-19:45 (onwards)

After the presentations, attendees are invited to the exhibition area for refreshments.

This gives our delegates a chance to meet, network, and share knowledge in a fun and casual environment.