

MEDIA ADVISORY

WHAT: Part of the FAO's 80th anniversary celebrations, the first '[From Seeds to Foods](#)' [global exhibition](#) aims to highlight the intersection of ancient knowledge and cutting-edge technologies for the sustainable transformation of global agri-food systems.

The private seed sector, represented by the International Seed Federation (ISF) and Assosementi - Associazione Italiana Sementieri e Vivaisti, will host a booth showcasing how sustainable – and delicious – food starts with innovation in plant breeding.

Explore high-quality seeds and trace the journey of the seed, from its origin, even before it is planted in the soil, through plant breeding, seed production, seed marketing, and its final use to produce food, fuel, and fibre.

WHEN: 10-13 October 2025

WHERE: FAO Global Exhibition "From Seeds to Foods," Booth 1.8, Pavilion B, Park of Porta Capena, Rome, Italy

WHO: International Seed Federation (ISF) and Assosementi - Associazione Italiana Sementieri e Vivaisti

Spokespersons:

The following spokespeople will be available for interview onsite or virtually:



Michael Keller, Secretary-General, ISF. Michael has been the Secretary General of ISF since June 2014 and is focused on delivering the vision of a world where quality seed is accessible to all farmers to support sustainable agriculture and food security. Michael previously served as Chair of the Private Sector Mechanism (PSM) of the UN Committee on World Food Security (CFS) from 2022 to 2024, and serves as a Board member of the World Agriculture Forum. (Languages spoken: English, French, German)



Giuseppe Carli, President, Assosementi. Giuseppe began his career in the seed industry in 1989 and joined KWS Italy in 1995. The company focuses on research, development, and marketing of various extensive crops. After holding numerous positions within the multinational, Carli is now CEO and Vice President of the Board of Directors of the Italian subsidiary, as well as Country Head for the Business Area. (Languages spoken: Italian, English)

About

The International Seed Federation (ISF)

ISF is the voice of the global seed industry, working towards a world where quality seed is accessible to all, supporting food security and sustainable agriculture. It has represented the interests of its members since 1924 and represents 96% of the international seed trade today. With a global reach extending to members in nearly 90 countries and official observer status in intergovernmental and international organizations, ISF is uniquely positioned to assist in the development of government policy and business strategy. www.worldseed.org

ASSOSEMENTI

ASSOSEMENTI is a technical and organizational trade association that represents the seed industry at the national level in Italy: plant breeders, seed production companies, and seed distributors. Founded in 1921, ASSOSEMENTI continues to fulfil its mission to promote the development of seed and nursery production in Italy. For more information, visit www.sementi.it/.

For further details and to arrange interviews:

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