



AFSTA CONGRESS 2025 PROGRAM

From 3rd to 6th March 2025 – Kigali, Rwanda

“25 Years strong: Innovating Quality Seed for Africa’s Sustainable Agriculture”

SUNDAY 2nd MARCH 2025
(GOLF TOURNAMENT AND AFSTA BOARD MEETING)

TIME	AGENDA
	Event Set-up (Booths and trading tables set up)
07:00 – 15:00	AFSTA Golf Tournament
10: 30 – 16:00	AFSTA First Board Meeting
13:00 – 14:00	Lunch break
14:00 – 18:00	Registration and Information Desk Open

MONDAY 3rd MARCH 2025

DAY ONE - INAUGURAL AND OPENING CEREMONY

- 08:00 – 17:00 Registration and information desk open
- 08:00 – 17:00 Exhibition area, Trading tables and Meeting rooms open after the Opening Ceremony
- 08:00 – 18:00 Plenary session

TIME	AGENDA
8:00 -9:00	Arrival of Delegates and registration
09:00 – 11:15	INAUGURAL CEREMONY - Master Ceremony - Ms Betty Kiplagat - CORTEVA <ul style="list-style-type: none"> • Welcome speech and overview of the seed sector in Rwanda by the Chairman of NSAR/Rwanda. • AFSTA President’s Address • AFSTA in 2024 and our vision moving forward - Secretary General of AFSTA • Opening speech – Representative from the government of Rwanda, Guest of Honour • Invitation and projection of promotional video on the AFSTA Congress 2026 in South Africa • Cake cutting to celebrate AFSTA’s Silver Jubilee • Group Photo, Booths viewing with the Guest of Honour
11:15 – 12:00	Press Conference - Coffee/Tea
12:00 – 13:00	Lunch Break
13:00 – 15:30	THEME 1: A QUARTER CENTURY OF PROVIDING QUALITY SEED TO AFRICAN FARMERS To answer the question: “25th years of success, what have we done and what shall we do?” <ol style="list-style-type: none"> 1. Video presentation on AFSTA@25: “The journey so far including significant milestones” 2. Panel Session: “Learning from the past @25 years of experience and setting the stage for AFSTA and the African seed industry for the next 25 years”. <ul style="list-style-type: none"> • Speakers: (Selected among key actors who have been on the 25-year journey of AFSTA, specifically AFSTA past presidents and leaders: Mr. Jitu Shah, Mr. Nicholas Goble, Mr. Marcel Kanungwe, Mr. Riadh Gabsi, Mr. Modou Thiam and Mr. François Burgaud. • Moderator: Mr. Enock Chikava – BMGF and Past President of AFSTA Board.
15:30 – 16:00	Refreshment break
16:00 – 18:00	THEME 2: FUTURE TRENDS AND VISION FOR AFRICA SEED INDUSTRY <ul style="list-style-type: none"> • Panel discussion: “Future trends and vision for transforming Africa into a dynamic seed trade hub for sustainable growth in the agricultural sector and enhanced food security.” <ul style="list-style-type: none"> - Brief remarks: Mr. Michael Keller, ISF Speakers: Mr. Amadou Sarr (AFSTA President), Dr Gorden Mabuyaye (SeedCo), Mr. Raman Segal (Hytech Seed), Dr. George Bigirwa (AGRA), Arthur Santosh Attavar, President, ISF and Chairman, Indo American Hybrid Seeds, India, Private Ltd;

**Cosmas Kyengo, Seedcare Strategy, Planning & Key Account Manager AME
(Africa & Middle East)**

- **Moderator: Mr. Garlich Von Essen (EUROSEEDS)**

19:00 – 21:00

Welcome Cocktail (Dress code: OFFICIAL/TRADITIONAL)



TUESDAY 4th MARCH 2025 (DAY TWO)

- 08:00 – 17:00 Registration and information desk open
- 08:00 – 17:00 Exhibition area, Trading tables and Meeting rooms open
- 08:00 – 18:00 Plenary session

TIME	AGENDA
08:30-10:30	<p>THEME: SEED OF INNOVATION AND AGRIPRENEURSHIP</p> <p>Session 1: Scaling up technologies and innovation in the seed system and how public-private partnerships can unlock opportunities for seed SMEs: Breeding Consortium business cases</p> <ul style="list-style-type: none"> • Introductive presentations: African Vegetable Breeding Consortium (AVBC) and African Cereals and Legumes Breeding Consortium (ACLBC) Business Models • Panel Session: Contribution of Partnerships and Alliances in Technology and Innovation in Africa seed business particularly for SMEs and the youth <ul style="list-style-type: none"> - Speakers: Representatives of IITA/TAAT, WorldVeg, IRRI, Dr. Amos Rutherford (Crop Legacy Improvement - Ghana), Emily Ter Steeg (ISF Seed Resilience Project) - Moderator: Ms. Sylvia Horemans (Kamano Seed), AFSTA Board Member
10:30 – 11:00	Refreshment break
11:00- 12:00.	<p>Session 2: State and Future of Plant Breeding Invocation in Africa. Talk Show</p> <ul style="list-style-type: none"> • Speakers <ul style="list-style-type: none"> - Dr. Khaoula Belhaj-Fragnière “General overview on the regulatory oversight and the coordination of the seed sector” - Prof. Olalekan Akinbo, (AU/NEPAD) - Mr. Marc Cool, Corteva Agri Science - Dr. John McMurdy, Croplife International - Dr. Canasius Kanangire, AATF • Moderator: Ms. Nadine Dushimiyimana, Bayer
12:00 – 13:00	<p>Session 3: State of Plant Variety Protection Systems in Africa: How can the industry support the implementation? Talks show</p> <ul style="list-style-type: none"> • Speakers <ul style="list-style-type: none"> - Mr. Paul Kapapula, Managing Director of QualiBasic Seed Company (QBS), Private sector representative - Ms. Yolanda Huerta, Deputy Secretary General of UPOV - Mr. Bemanya Twebaze, Director General, The African Regional Intellectual Property Organization (ARIPO) - Mr. Vladimir Mezui, OAPI - Representative of AfCFTA, (Protocols on intellectual property rights) • Moderator: Dr. Sam Crowell, American Trade Association (ASTA)
13:00 -14:00	Lunch break
14:00 – 16:00	<p>Meeting 1: National Seed Associations - Theme: Improving AFSTA Member Services</p> <ul style="list-style-type: none"> • Presentation 1: Findings from AFSTA online survey on Member Expectations, Dr. Yacouba Diallo (AFSTA) • Presentation 2: Experience on member services of EUROSEED - Mr Garlich Von Essen • Presentation 3: Experience on member services of APSA – Ms. Francine Sayoc • Presentation 4: Experience in Member Services of SANSOR - Dr. Lukeshni Chetty, SANSOR • Round table /workshop "How can AFSTA improve the value offered to members?" <p>Moderator: Dr. May Chodchoey, (East-West Seeds) and Former Executive Director of APSA</p>
16:00 – 16:30	Refreshment break
16:30 – 17:30	Meeting 2: Multi-partnership development for AFSTA: Round table discussion

with Development partners and International NGOs

- **Round-table exchange: Challenges and opportunities in supporting the African seed industry.**
- **Speakers:** Speakers: Food and Agriculture Organisation (FAO), USAID, World Bank, African Development Bank (AfDB), Bill and Melinda Gates Foundation (BMGF), Mastercard Foundation, European Union, International Fertilizer Development Centre (IFDC), Seed Systems Group (SSG), The Organization for Economic Cooperation and Development (OECD), AGRA, Iowa State University
Moderator: Dr. Kulani Machaba, AFSTA Past President

WEDNESDAY 5th MARCH 2025 (DAY THREE)

- 08:00 – 12:00 Registration and information desk open
- 08:00 – 16:30 Exhibition area, Trading tables and Meeting rooms open

TIME	AGENDA
08:00 – 15:30:	THEME: BETTER POSITIONING OF AFRICA IN THE GLOBAL SEED INDUSTRY
08:00 – 10:00	Session 1: Regional and continental framework for seed industry development in Africa: <ol style="list-style-type: none">1. Presentations by the RECs on Harmonisation of regional seed regulations across Africa. "More than ten years, what's broken?" (ECOWAS, COMESA, SADC, EAC)2. Presentation of AfCTA/AU: "Making AfCTA's seed guidelines work effectively for the African Seed Industry"3. Panel discussion: "How National Seed Associations can effectively influence the development process and the enforcement of supportive Regulatory Frameworks and Policies for a thriving seed industry in Africa."<ul style="list-style-type: none">• Panel Speakers: Chairperson National Seed Trade Associations Rwanda, the Regional Economic Communities (RECs) and the African Union• Moderator: Prof. Edward Mabaya, TASAI
10:00- 10:30	Refreshment break
10:30- 12:00	Session 2: African Seed Market Access and Issues on Movement of quality seed across border: <p>Brief remarks: <i>Compliance with the Phytosanitary requirements, Case of Rwanda – NPPO/Rwanda</i></p> <p>Panel discussion: "Dealing with phytosanitary complexity and building trust between NPPOs and the Seed companies."</p> <ul style="list-style-type: none">• Panel Speakers: NPPO/Rwanda, Bayer, East-West Seed, SeedCo – Kenya Seed - NAFASO• Moderator: Mr Michael Keller, Secretary General of ISF
12:00 – 13:00	Session 3: Innovations in Seed Certification Schemes and Quality Assurance <ul style="list-style-type: none">• Innovations in Seed Certification: ISTA - E-certificates in its implication on the African Seed Industry – Dr. Andreas Weis SG - ISTA• Panel discussion: Interventions against counterfeit seeds in the African Market.• Speakers: Dr. Ishiaku Kalid Ag. DG NASC/Nigeria (Seed Tracker business model), Mr. Sammy Chepsiror (Kenya Seed), Dr Keshavulu Kunusoth (ISTA President); Dr Yacouba Diallo (SG AFSTA), representative of Farmers for Rwanda (member of EAFF)• Moderator Mr. Clive Mugadza, SeedCo International
13:00 – 14:00	Lunch break
14:00 – 15:00	Meeting 1: Women in the Seed Sector Luncheon

- Round table exchange: Enhancing women's leadership and contribution in the African seed industry transformation.
- Moderator: Ms. Catherine Lang'at, AFSTA

15:00 – 15.30

Refreshment break

15:30 –

AFSTA GENERAL ASSEMBLY

17:30

17: 30 –

AFSTA Second Board meeting

18.00

15:30-18:00

Parallel Session: Policy-makers (African Union, RECs and Government representatives) Policy consultative meeting (only by Invitation)

19:30 – 23:00

Gala Dinner

Dress code: Formal or Traditional

THURSDAY 6th MARCH 2025 - DAY FOUR POST CONGRESS EVENTS

TIME	AGENDA
08.00 -14:00	<p>Optional Field Visit and Excursions</p> <ul style="list-style-type: none"> • Option 1: Seed processing unit visit in Kigali and ISF Seed Resilience Project trials near Kigali • Option 2: Excursion Tours
08:30-16:00	<p>Industry and Regulators Strategic Policy and Regulation Dialogue to shape the Future of Plant Breeding Innovation in Africa (by invitation only)</p> <ul style="list-style-type: none"> - Under Chatham House rules: (PBI committee, National Governments, the RECs, and AU representatives). A separate agenda and attendance available.