

## ANNOUNCING! Our fantastic lineup of speakers for the ISF Virtual Congress 2021

**OUR JOURNEY TO RESILIENCE STARTS WITH SEED**  
Don't miss the most important online event in the global seed sector

Arthur Santosh ATTAVAR Indo-American Hybrid Seeds  
Doaa ABDEL-MOTAAL World Trade Organization  
Peter BAKKER WBCSD  
Lorena BASSO Basso Semillas, ASA  
Franck BERGER Limagrain  
May CHODCHOEY APSA  
Frank CLASSENS BASF Vegetable Seeds

Donald COLES ISF  
Truels DAMSGAARD DLF  
Eric DEREUDRE Corteva  
Erik FYRWALD Syngenta  
Csaba GASPAR OECD  
Nico HORN EPPO

Lee Ann JACKSON OECD  
Michael KELLER ISF  
Michael LEADER Bayer  
Ruramiso MASHUMBA World Farmers Organisation  
Jean RISTAINO NC State University  
Mary Ann SAYOC East-West Seed  
Marco VAN LEEUWEN Rijk Zwaan

ISF Seedcare syngenta BASF incotec CORTEVA agriscience CIMBRIA RIK ZWAAN fto

Dear Delegate,

We are very excited to bring you the 2021 ISF Virtual Congress, this year's most important online event in the seed sector.

This unique three-day experience from 5-7 July 2021 brings together industry leaders and partners in a dynamic setup of international panels, keynote speeches, interviews, showcase of innovations, and live interactions – open to all via an online platform.

*Do not miss* our incredible lineup of featured speakers from the seed sector and beyond:

5<sup>TH</sup> JULY, MON

**Opening Ceremony**, 13:00-14:00 CEST

- **Keynote speaker: Peter Bakker**, CEO – WBCSD and Chair of the Private Sector Guidance Group of the UN Food Systems Summit
- **Donald Coles**, President, ISF
- **Michael Keller**, Secretary General, ISF
- **Live Q&A with all delegates**
- Moderated by Claire Doole (former BBC journalist and international spokeswoman) and Francine Sayoc (ISF Communications Manager)

**Panel session 1: “UN Food Systems Summit and the many roles of seed”, 14:00-15:00 CEST**

Panelists

- **Erik Fyrwald**, CEO, Syngenta
- **Franck Berger**, CEO, Limagrain Vegetable Seeds
- **Mary Ann Sayoc**, Public Affairs Lead, East-West Seed
- **Ruramiso Mashumba**, World Farmers Organisation; Founder, Mnandi Africa
- **Live Q&A with all delegates**
- Moderated by Claire Doole

6<sup>TH</sup> JULY, TUE

**Panel session 2: “International seed trade and COVID-19: Key learnings for the future”, 11:00-12:30 CEST**

**Keynote presentation: Csaba Gaspar**, Program Manager, OECD Seed Schemes

Panelists

- **Lee Ann Jackson**, Head of the Agro-food Trade and Markets Division, OECD
- **Arthur Santosh Attavar**, Chairman and Managing Director, Indo-American Hybrid Seeds
- **May Chodchoey**, Executive Director, APSA
- **Szabolcs Ruthner**, Regulatory Affairs Manager, ISF
- **Live Q&A with all delegates**
- Moderated by Marcel Bruins, Bruins Consultancy

**Panel session 3: “Addressing emerging plant diseases to achieve resilient food systems”, 13:00-14:00 CEST**

Panelists

- **Nico Horn**, Director-General, EPPO
- **Frank Claessens**, Vice President of Operations, BASF Vegetable Seeds
- **Jean Ristaino**, Professor of Entomology and Plant Pathology, NC State University
- **Michael Leader**, Seed Regulatory Lead-Asia, Bayer
- **Live Q&A with all delegates**
- Moderated by Rose Souza Richards, Seed Health Manager, ISF

7TH JULY, WED

**“Trade, an Essential Contribution to Food Systems”, 13:00-13:30 CEST**

- **Keynote speaker: Doaa Abdel-Motaal**, Senior Counsellor, World Trade Organization
- **Live Q&A with all delegates**

**Panel session 4: “The future of the seed business – Our contribution to resilience”, 13:30-14:30 CEST**

Panelists

- **Marco van Leeuwen**, Managing Director, Rijk Zwaan
- **Eric Dereudre**, Global External Affairs Director, Corteva
- **Truels Damsgaard**, CEO, DLF
- **Lorena Basso**, CEO, Semillas Basso
- **Live Q&A with all delegates**
- Moderated by Claire Doole

Best of all, you can take part in the conversation through the live Q&A in each panel. **Get ready to connect, engage and be part of the action.** [Click here to register today.](#)

*Seed is life!*

A handwritten signature in black ink, appearing to read 'Michael Keller', written over a horizontal line.

Michael Keller  
Secretary General