



Subject: **ISF World Seed Congress 2023: exhibition and trading tables almost sold out!**

Dear Delegates,

We are four months away from the most important international gathering of the seed sector – and already we feel the excitement building!

ISF and the South African National Organizing Committee (NOC) cannot wait to see you on 5-7 June in Cape Town. The ISF World Seed Congress will gather seed professionals from all over the world for business, trading, exhibition, panel discussions, and plenty of networking opportunities.

Exhibition Area

Our Exhibition Area offers a superb venue for companies to promote their products and services to Congress attendees. It will be centrally located at level 0, the heart of the congress center, providing excellent visibility and regular foot traffic. We refreshed the look of our exhibition area with modern, open-design booths for better interaction between exhibitors and delegates. To reserve, you may get in touch with [K.I.T. Group](mailto:isfwsc-industry@kit-group.org) at isfwsc-industry@kit-group.org.



In addition, we are building a TV studio in the exhibition area where we will host short talks by ISF speakers and sponsors.

Trading tables

For traders, there will be reserved and unreserved trading tables. Some private meeting rooms are also available for companies who want their own space to meet with their

business partners and clients. To reserve your trading table or meeting room, you can do so through the registration platform.

Congress venue and hotel

The congress will be held in the Cape Town International Convention Center (CTICC), the leading convention center in the African continent and located in the heart of Cape Town.






A range of hotels are available within walking distance of the venue. More information on accommodation can be found on the [congress website](#) too.

How to register

Please visit our [congress website](#) to access the registration platform. Registration is open from today until 26 May 2023.

What's new this year? Since you asked for it: day passes are now available. To know which delegate type qualifies for a day pass, please visit the registration page.

Follow our updates [on social media](#)     and check the [congress website](#) regularly to stay in the know.

We look forward to seeing you in Cape Town!

Best regards,

ISF Secretariat