



WHY ATTEND THE 2025 AFSTA CONGRESS?

Benefits of Participating in the 2025 AFSTA Congress

Attending the AFSTA Congress in Kigali, scheduled for March 3-5, 2025, offers numerous benefits for stakeholders in the seed industry. Here are some of the key advantages of 3 full days of Interactive Programming:

1. Marketing and Trading Opportunities:

Participating in the AFSTA Congress 2025 is an effective way for seed companies to promote their brand, conduct market research, showcase their products and services to commercial partners and consumers.

2. Networking and Collaboration Opportunities:

The congress will gather global seed industry professionals, policymakers, and researchers, facilitating valuable connections that can lead to collaborations and partnerships. There are also reserved trading tables that can be used to seek appointments.

3. Information and Knowledge Sharing:

Delegates in the AFSTA Congress will have access to workshops, trainings and presentations on the latest seed industry trends globally to enhance understanding of the industry to enable them to improve their operations.

4. Market Insights:

Attendees can gain insights into market dynamics, regulatory frameworks, and best practices that can help them navigate the complexities of the seed industry in Africa.

5. Showcasing technologies and Innovations:

The congress features exhibitors showcasing new technologies, products, services and providing

participants with first-hand knowledge of advancements that can improve the operations of the participants

6. Advocacy and Representation:

The event serves as a platform for the AFSTA African Seed Trade Association and the global industry to stay informed about industry issues and to advocate for the interests of the private seed sector, ensuring that the voices of private sector are heard in policy discussions.

7. Cultivating Collaboration with research and breeding institutions:

Transferring seed technologies to seed companies for commercialisation: In Partnership with the Africa vegetable breeding consortium (AVBC) and Africa cereals and legumes breeding consortium (ACLBC)

8. Media visibility:

In Rwanda, AFSTA will have a media booth where seed companies will give interviews on their products hence gaining publicity for their products and activities.

9. Enjoying the host country culture:

Apart from the main business of discussions on seed matters, Rwanda deserves magnificent tourist sites, rich culture, colourful cities and a reputation for world class hospitality makes the country a tempting sanctuary.

[Register for AFSTA Congress 2025 here](#)