

SMART SEEDS & FERTILISER INNOVATION FORUM



26 - 27 August 2026



Irene Country Club
Johannesburg, South Africa



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Chairman SANSOR



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Agronomist, Agricultural
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Dr Kingstone Mashingaidze
Senior research manager at
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Managing Director of The
Original Grain Company



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Thabile Nkunjana
Senior Economist: National
Agricultural Marketing Council



Lynarie Erwee
Quality Control Manager:
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Debbie Matteucci
Chairperson: South African
Bioproducts Organisation
(SABO)



Dr Belinda Janse van Rensburg
Researcher at Agricultural
Research Council



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Hidayatullah Tayyib
CEO and Founder at
AquaOrganix AgriTech



Dr. Ian Heyns
Spring wheat breeding, ARC



Stefan van Zyl
Business Lead Africa & Middle
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Viwe Ratiba
Quality Testing Manager
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SMART SEEDS & FERTILISER INNOVATION FORUM

The Smart Seeds & Fertiliser Innovation Forum is a high-level executive platform bringing together commercial farmers, agribusiness leaders, researchers, input suppliers, policymakers, financiers, and technology providers to explore the future of agricultural productivity, sustainability, and innovation.

The forum focuses on seed systems, fertiliser innovation, biologicals, crop protection, plant nutrition, precision agriculture, and integrated farming strategies shaping the future of agriculture across Africa.

Why This Forum Matters Now

Agriculture is entering one of the most critical and transformative periods in decades. Across Africa and global markets, farmers and agribusinesses are under growing pressure to produce more with fewer resources while navigating rising input costs, climate volatility, supply chain disruptions, sustainability demands, and increasing pressure on food systems.

At the same time, rapid advancements in seed genetics, fertiliser technologies, biologicals, precision agriculture, AI-driven farming, and plant nutrition are reshaping what is possible within modern agriculture.

The challenge facing the sector is no longer simply about increasing production – it is about producing smarter, more efficiently, and more sustainably.

This is why the Smart Seeds & Fertiliser Innovation Forum is both timely and essential.

The forum comes at a pivotal moment where:

- Farmers are demanding better returns on increasingly expensive inputs
- Climate change is forcing the adoption of more resilient crop systems
- Biologicals and regenerative agriculture are moving into the mainstream
- Precision agriculture and data-driven farming are accelerating rapidly
- Food security and agricultural competitiveness are becoming strategic national priorities
- Global fertiliser and commodity market volatility continues to impact profitability
- Export markets are placing greater emphasis on sustainability, traceability, and ESG compliance
- Governments and investors are prioritising climate-smart agriculture and resilient food systems

The agricultural sector is actively searching for practical, scalable solutions that can improve:

- Productivity and yield performance
- Input efficiency and profitability
- Soil health and sustainability
- Crop resilience and quality
- Supply chain reliability
- Commercial competitiveness

The Smart Seeds & Fertiliser Innovation Forum creates a high-level platform where industry leaders, researchers, policymakers, investors, agribusinesses, and commercial farmers can come together to address these challenges and opportunities directly.

More importantly, the forum bridges the gap between:

- Science and commercial agriculture
- Innovation and practical implementation
- Sustainability and profitability
- Policy and on-the-ground farming realities

This is not simply another agricultural conference – it is a strategic industry platform focused on the technologies, partnerships, and ideas that will shape the future of farming across Africa and emerging agricultural markets.

Why Attend

- Access the latest innovations in seeds, fertilizers, and biologicals
- Gain strategic market insights and policy perspectives
- Connect with leading agribusinesses, researchers, and investors
- Explore precision agriculture and smart farming technologies
- Learn practical strategies to improve productivity and sustainability

MARKET INSIGHTS
Demand Outlook ↑
Price Trends ↑
Supply Outlook ↑
Policy Updates ↑

ADVANCING INNOVATION FOR INVESTMENT FOR A SUSTAINABLE AGRICULTURE FUTURE

SUSTAINABLE PRACTICES RESOURCE EFFICIENCY SOIL HEALTH MANAGEMENT HIGHER PRODUCTIVITY LONG-TERM VIABILITY

Who Should Attend

- COMMERCIAL FARMERS
- SEED & FERTILIZER COMPANIES
- AGRONOMISTS & CROP CONSULTANTS
- BANKS & AGRICULTURAL INVESTORS
- GOVERNMENT & POLICYMAKERS
- AGRITECH & BIOLOGICAL COMPANIES

The Smart Seeds & Fertiliser Innovation Forum is designed for senior stakeholders and decision-makers across the agricultural value chain, including:

- Commercial farmers and large-scale producers
- Seed companies and plant breeding organisations
- Fertiliser manufacturers and distributors
- Crop protection and biologicals companies
- Agronomists, crop advisers, and agricultural consultants
- Agricultural cooperatives and producer organisations
- Agritech and precision agriculture companies
- Soil health and plant nutrition specialists
- Irrigation and smart farming solution providers
- Agricultural researchers, scientists, and academics
- Agricultural economists and market analysts
- Government departments and policymakers
- Regulators and standards organisations
- Exporters, commodity groups, and supply chain stakeholders
- Agricultural financiers, banks, and insurers
- Investment firms and development finance institutions
- Input retailers and agricultural supply businesses
- Sustainability, ESG, and climate resilience specialists
- Food security and rural development organisations
- Agri-processing and food production companies
- Logistics and agricultural infrastructure providers
- Technology startups and innovation hubs
- NGOs and development organisations working in agriculture
- Agricultural media and industry associations

Key Job Titles & Roles

The forum is particularly relevant for:

- CEOs, Managing Directors & Executives
- Heads of Agribusiness
- Commercial Directors & Sales Directors
- Agronomy Managers & Crop Specialists
- Seedcare & Biologicals Leads
- Plant Nutrition Specialists
- Product Development & R&D Managers
- Technical Managers & Scientists
- Supply Chain & Operations Managers
- Sustainability & ESG Managers
- Marketing & Business Development Managers
- Policy Advisors & Agricultural Economists
- Researchers & Academic Leaders
- Farm Managers & Production Directors
- Procurement & Input Strategy Managers
- Export & Commodity Specialists
- Financial Institutions & Agricultural Investment Teams

Industries Represented

- Seed & Genetics
- Fertilisers & Plant Nutrition
- Biologicals & Biostimulants
- Crop Protection
- Precision Agriculture & Agritech
- Commercial Farming
- Agricultural Finance & Insurance
- Food Production & Processing
- Agricultural Research & Academia
- Government & Policy
- Export & Trade
- Sustainability & Climate-Smart Agriculture

AGENDA: DAY 1 – 26 August 2026

TIME	TOPIC	SPEAKER
08:00 – 09:00	Registration & Networking Breakfast	
09:00 – 09:15	Opening Remarks	Conference Chair
09:15 – 09:45	The Future of the Seed Industry in South Africa: Innovation, Regulation & Growth	Matome Ramokgopa: Chairman SANSOR/Regional Sales Director Sub Sahara Africa Managing Director SA , Enza Zaden
09:45 – 10:15	Optimising Agronomy: Aligning Seeds, Fertiliser & Crop Management	Dr Zaid Bello: Researcher Specialist Agronomist , Agricultural Research Council (ARC)
10:15 – 10:45	Sustainable Seedcare: Application, Performance & Environmental Impact	Munsanda Valerie Walubita: Seedcare Application & Sustainability Manager East & Southern Africa, Syngenta
10:45 – 11:15	NETWORKING BREAK	
11:15 – 11:45	From Genetics to Yield: Advancing Crop Performance Through Innovation	Dr Kingstone Mashingaidze: Senior research manager at the ARC-CGI
11:45 – 12:15	New Plant Breeders' Rights Act and its implications for the industry	Fredo Ströh: Director Patent Attorney & At van Rooy, Chair of the Board and a Director KISCH IP
12:15 – 12:45	The Science of Seed Assurance: Quality, Testing & Field Reliability	Seadi Mofutsanyana: LAB – Seed Analyst , ZAR Seeds
12:45 – 13:45	LUNCH & NETWORKING	
13:45 – 14:15	Financing Agriculture & unlocking Production through smart input models	Ryan New: Managing Director of The Original Grain Company
14:15 – 14:45	Geopolitics, Input Costs & the Future of Agricultural Sustainability	Thabile Nkunjana: Senior Economist: Trade Research Unit Markets and Economic Research Division - National Agricultural Marketing Council
14:45 – 15:15	Seed Quality & Performance: The Science Behind Reliable Crop Outcomes	Lyniarie Erwee: Quality Control Manager, Limagrain Field Seeds
15:15 – 16:00	Panel Discussion: Innovation, Genetics & Seed Performance	Lyniarie Erwee: Quality Control Manager, Limagrain Field Seeds Thabile Nkunjana: Senior Economist: Trade Research Unit Markets and Economic Research Division - National Agricultural Marketing Council Matome -Ramokgopa: Chairman SANSOR
16:00 – 16:15	Closing Remarks	Conference Chair

AGENDA: DAY 2 – 27 August 2026

08:00 – 09:00	Networking Breakfast	
09:00 – 09:30	Biologicals & the Future of Agricultural Inputs	Debbie Matteucci: Chairperson South African Bioproducts Organisation (SABO)
09:30 – 10:00	Protecting Yield: The Role of Crop Protection in Modern Farming Systems	Dr Belinda Janse van Rensburg: Researcher at Agricultural Research Council
10:00 – 10:30	Driving Agricultural Productivity Through Smart Input Strategies	Andre van Niekerk: Managing Director at VS Agri
10:30 – 11:00	NETWORKING BREAK	
11:00 – 11:30	Plant Pathology, Crop Protection & Agricultural Resilience	Tuelo Motloba, Doctoral Researcher in Plant Pathology Department of Plant and Soil Sciences. Faculty of Natural and Agricultural Sciences, University of Pretoria
11:30 – 12:00	The Future of Agricultural Inputs in Africa & the Middle East	Stefan van Zyl: Business Lead Africa & Middle East , Syngenta
12:00 – 12:30	From Laboratory to Field: Ensuring Reliable Seed Performance	Vive Ratiba: Quality Testing Manager Corteva Agriscience
12:30 – 13:30	LUNCH & NETWORKING	
13:30 – 14:00	From Waste to Wealth: Scaling Sustainable Fertiliser Innovation	Hidaayatullah Tayyib: CEO and Founder at AquaOrganix AgriTech
14:00 – 14:30	Breeding for Resilience: Advancing Rainfed Crop Systems	Dr. Ian Heyns: Spring wheat breeding, ARC
14:30 – 15:00	NETWORKING TEA/COFFEE BREAK	
15:00 – 15:45	Panel Discussion: Sustainable Inputs, Agronomy & Farm Performance	Ian Heyns: ARC Vive Ratiba: Quality Testing Manager Corteva Agriscience Stefan van Zyl: Business Lead Africa & Middle East , Syngenta
15:45 – 16:00	Closing Remarks	Conference chair