



The CPSBB, represented by its marketing expert Mr. Petar KAZAKOV, will participate in the [ISF World Seed Congress](#), organized by the International Seed Federation (ISF) in Barcelona, Spain, from 16 to 18 May 2022.

[The International Seed Federation \(ISF\)](#) is the largest organization that unites biotechnology, vegetable breeding, and seed-producing companies all over the world. It is widely regarded as the voice of the global seed industry.

The Congress of the International Seed Federation (ISF) is the leading ISF event, held once a year and is attended by the largest companies in the field of plant biotechnology and seed production, represented by directors, executive officers, and decision-makers in the global seed and plant biotechnology industry. The ISF Congress in Barcelona will be attended by over than 1200 delegates representing more than 60 countries from all over the world, mainly CEOs of the largest and leading organizations in the global agrarian industry such as Bayer, Syngenta, BASF, Corteva, KWS, and others.

The three-day event will feature an exhibition, trading floor, meetings, and panel discussions on a host of important topics relevant to the seed sector and beyond.

The International Seed Federation (ISF) drew attention to the sector's contribution to the [Sustainable Development Goals \(SDGs\)](#). Although efforts that contribute to the SDGs are not new to the seed sector, it is a recent realization to make the SDGs more well-known within the seed sector and to bring recognition within international organizations regarding the sector's contributions.

The seed sector contributes to a majority of the 17 SDGs adopted by the United Nations, such as: no poverty; zero hunger; good health and well-being; decent work and economic growth; industry, innovation and infrastructure; responsible

consumption and production; climate action; life on land; and partnerships for the goals.

Business leaders will represent a diverse mix of seed companies will echo the sentiment during an industry panel. From small and medium enterprises to family-owned businesses, to international companies, all industry representatives will emphasize the need to access the latest breeding methods to answer the challenge of feeding the world. This requires consistency and alignment on a global level regarding policies governing new breeding techniques.

During the ISF World Seed Congress, the CPSBB representative Mr. Petar Kazakov will participate in all major events, and will introduce the CPSBB activities to more than 100 worldwide companies. Additional contact will be ensured by the electronic system of the Federation which will give access to more than 1200 delegates.

In this way the CPSBB will considerably enhance its international visibility, that will create opportunities for concluding international cooperation agreements with worldwide business companies.