



# Assembly General

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## - Open Part -

### I. Opening

Nigel Moore, President, ESA European Seed Association

### II. Award to the best student of the European Plant Breeding Academy 2017

Rale Gjuric, UC Davis / EPBA

Shawn Brook, IssuesInk

### III. Communicating the Case for Plant Breeding Innovation – Mission Impossible?

- Introduction  
Petra Jorasch  
Manager Plant Breeding and Innovation Advocacy, ESA European Seed Association
- Keynote addresses  
“The sound of seeds on social media”  
Dominic Meyer, Senior Director Innovation, KYNETEC  
  
“Plant Breeding Innovation - Embracing a New Conversation”  
Philip Weiss, Chairman, ZN consulting
- Questions and discussion, moderated by  
Shawn Brook, President, IssuesInk
- Summarizing conclusions and outlook  
Garlich v. Essen, Secretary General, ESA European Seed Association

### IV. Address on behalf of the Gold Partner of the ESA Congress

Syngenta

### V. Closure

Nigel Moore, President, ESA European Seed Association