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## PLANT VARIETY DESIGN FOR EMERGING MARKETS IN AFRICA ONLINE WEBINAR SERIES

A dialogue to strengthen plant breeding and to make the case for investing in demand-led plant breeding in Southern Africa.



WEBINAR  
ONE

The international Demand-Led Breeding (DLB) working group with University of KwaZulu-Natal's African Centre for Crop Improvement will be hosting a series of webinars for the research and development community in Southern Africa. The aim is to create dialogues to strengthen plant breeding and to make the case for investing in demand-led plant breeding in Southern Africa.

Eminent academics and R&D managers from Southern Africa and internationally will be providing keynote addresses. Event participants include public and private sector plant breeders, educators, R&D managers, demand-led breeding alumni, and policy makers.

TUESDAY 29 JUNE 2021: 10h00-12h00

### Keynote Speakers:

- **Professor Richard Sikora**, Emeritus Professor of the University of Bonn, Germany and Fellow of Stellenbosch Institute of Advanced Study: *Agriculture and Food Production in Southern Africa*
- **Dr Shadrack Moephuli**, President and Chief Executive Officer of the Agricultural Research Council (ARC), South Africa: *Research and Development in South Africa*
- **Dr Ephraim Havazvidi**, Former Senior Group Research Consultant, Seed Co Group Ltd., Zimbabwe *Opportunities and Challenges of Breeding for a Market Led Pan African Region: Lessons from SeedCo*
- **Dr David Cochrane**, Spoor and Fisher, South Africa: *Patents, Trademarks, and Copy Right Affecting Plant Breeders*

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