

Syngenta Seed division announces leadership transition in Sub Sahara Africa

1 August 2022

Hendrik van Staden has been appointed as Syngenta Seeds Business Unit Head in Sub Sahara Africa from 1 August 2022.

“In his new role, Van Staden will guide the organisation in its mission to foster the current momentum and to drive further growth of the Seeds business in Africa and advancing our commitment to regenerative agriculture,” Kobus Lindeque, former Seeds Business United Head Sub Sahara Africa said.

Lindeque was instrumental in the integration process between Sensako and Syngenta in South Africa and the development of a summer crop growth strategy to support the extremely successful Sensako wheat seed business. This growth strategy of Syngenta’s Seeds business in Africa will be the foundation for future growth. As an expert business mentor, Lindeque will remain available in the capacity of a business consultant and mentor and will work closely with Van Staden in the onboarding process.

Most recently, Van Staden was part of the Bayer Customer Marketing team as the Campaign Activation and Branding Lead for Africa focusing on the implementation of tactical marketing campaign plans linked to Go-To-Market strategies, including campaign management, marketing communication, digital marketing and promotional activities. Prior to that, Van Staden had a strong track record with Monsanto and Bayer with almost 20 years’ experience in the agricultural sector and served in several leadership roles in operations, strategy, sales and marketing.

Over the past couple of years, Syngenta announced a renewed focus on the seed business in Sub-Saharan Africa. Syngenta is globally recognised as a reputable company providing farmers with vigorous, strong and innovative hybrids, varieties and biotech traits as well as crop protection options to suit all growing conditions.

Although the well-known Sensako seed brand has made its mark in the South African seed industry over the years in breeding and research, seed production and supply of seed to the South African market, recently, it once again, began to focus on the summer crops market and established breeding programmes for sunflowers and maize as well as a soybean cultivar testing programme.

Van Staden believes in value adding and fostering farmer relationships and is passionate about the opportunities that Syngenta's technology can offer farmers. "I'm passionate about agriculture and my heart lies in the sales and marketing environment. Interaction with customers inspire me and I strongly believe that relationships form a critical base for business success. In addition, a pipeline of high-quality seed not only ensures better and more productive crops, but also plays an important role in mitigating risks associated with grain and cereal production such as disease, pests and climatic diversity and enables farmers to grow food using less land, less water and fewer inputs," he says.

"I am looking forward to this new role and to follow the path Kobus already paved in the business – building on his legacy will be a great privilege," he concluded.

Ends

Enquiries can be directed to Magda du Toit at magda.du.toit@outlook.com on behalf of Syngenta.

About Syngenta Group

Syngenta Group is one of the world's leading agriculture innovation companies, with roots going back more than 250 years. In more than 100 countries, the company strives to transform agriculture through breakthrough products and technologies that play a vital role in enabling the food chain to feed the world safely, sustainably and with respect for our planet. Syngenta Group, registered in Shanghai, China and with its management headquarters in Switzerland, draws strength from its four business units – Syngenta Crop Protection headquartered in Switzerland, Syngenta Seeds headquartered in the United States, ADAMA® headquartered in Israel, and Syngenta Group China – that provide industry-leading ways to serve customers everywhere.