

ITALIAN AFRICA JOIN THE NETWORK



AREA OF BUSINESS

Suba Seeds Company is a company that specialises in the production and trade of seeds. It primarily focuses on non-hybrid and traditional Italian varieties, making it one of the companies with the greatest genetic diversity base available on the global market. The company is part of the Verisem B.V. group alongside other seed companies based in Italy, France and the USA. We produce and sell over 700 types of vegetable seed in more than 110 countries across five continents. The company plays a vital role in preserving the biodiversity of vegetable crops.

MAIN OBJECTIVES

To produce and market vegetable seeds at a price that is affordable for many countries in Africa and Asia, as well as for the hobby seed market in Europe. To preserve traditional varieties that are an important part of Italy's cultural heritage.

MAIN ACTIVITIES

- Bringing an extensive selection of Italian seeds, sourced from a variety of regional companies, to the global market.
- Offering vegetable seed varieties for the hobby market, inspiring people's interest in horticulture by sharing knowledge about vegetable cultivation and production.
- Supporting farms that specialise in producing seeds and helping to train new seed farms.
- Introducing new varieties resistant to adversity to the market with a view to improving farm production yields.
- Encouraging people to eat more vegetables for a healthier, more balanced diet.



PROJECT CONTACT PERSON

GIUSEPPE TUMEDEI

CONTACTS

SUBA SEEDS COMPANY

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AREA OF BUSINESS

A company that specialises in the agri-food sector, providing economic analysis, consulting and forecasting services. A leader in Italy and among the top European specialists in policy evaluation and price forecasting in the agri-food sector.

MAIN OBJECTIVES

- Policy evaluation and analysis: it helps companies, sector associations and institutions analyse public policies and agri-food sector dynamics, assessing the impact, scenarios and economic implications along the supply chain.
- Commodity market analysis and forecasting: it analyses trends in agricultural markets and the prices of major agri-food commodities, producing short- and medium-term forecasts to assist with purchasing, selling and risk management decisions.
- Data-driven solutions: it develops data-driven solutions that convert market and business information into operational and strategic insights, thereby enhancing the quality and timeliness of decision-making processes.
- Growth strategies: it helps companies achieve growth through development plans, technology scouting, and support for M&A and corporate finance transactions, as well as providing analyses and evaluations to support strategic decision-making.
- Sustainability pathways: it supports companies and supply chains in their transition to sustainability, integrating ESG analysis, impact assessments and strategies to enhance their medium- to long-term competitiveness and resilience.
- Farm management: it helps farms with operational and economic management by providing planning, budgeting and cost control tools, as well as production performance optimisation.



MAIN ACTIVITIES

To establish connections with local partners (institutions, companies in the supply chain, etc.) who are qualified, well-established and reliable. To acquire new customers who are interested in investing or exporting to Africa and to provide them with all the support they need to operate in these countries. To strengthen its visibility and credibility as an international, data-driven partner in the agri-food sector.

PROJECT CONTACT PERSON

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CONTACTS

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