



Crop Innovation & Business Asia 2025

January 5-7th, 2025

Crowne Plaza Sanya Yazhou Bay
Sanya, China



Overview of the Conference





Conference Introduction

The Crop Innovation & Business Conference (referred to as "CropIB") is a global event targeting executives, entrepreneurs, startups, leading scientists, and financial experts in the agricultural and biotechnology sectors. This conference serves as an efficient platform for exchanging and collaborating on new technologies, commercial applications, and partnership opportunities in the field of genomics within agriculture and biotechnology. **Since 2007, the CropIB has successfully hosted nine editions in the Netherlands and two in Belgium, establishing itself as one of the most influential conferences in Europe for agricultural innovation and business collaboration.**

The inaugural Crop Innovation & Business Asia 2025 will be held from January 5-7, 2025, in Sanya, China. The theme of this year's event is "Next-Generation Crops for Future Human Health and Agricultural Sustainability," and will feature a wide range of activities including an opening ceremony, keynote forums, parallel sessions, startup pitch events, exhibitions, and business matchmaking opportunities.

This conference is jointly organized by the conference brand holder **KeyGene** and **Sanya Yazhou Bay Innovation Research Co. Ltd**, with strong support from **the Administration of Sanya Yazhou Bay Science and Technology City**.



Sanya Yazhou Bay Innovation Research Co. Ltd.

Sanya Yazhou Bay Innovation Research Co. Ltd., a subsidiary of the Sanya Yazhou Bay Sci-tech City Administration, was established in 2020. The company is committed to becoming a comprehensive service provider for the seed breeding and deep-sea industries in Yazhou Bay Sci-tech City, building a full-industry chain service system and a seed industry CRO ecosystem. Centered on the two national strategic areas of "deep-sea" and "seed breeding" within the Sci-tech City, the company promotes key project construction and facilitates the deep integration of project chains, industrial chains, and service chains.

The conference is jointly organized by Sanya Yazhou Bay Innovation Technology International Consulting Research Institute Co., Ltd. and Keygene, under the guidance of the Sanya Yazhou Bay Science and Technology City Administration. By leveraging and connecting international and domestic resources, it aims to establish a platform for promoting international exchange and cooperation in agriculture in Yazhou Bay Science and Technology City, supporting the innovation and business of agricultural technology.



For more details: keygene.com

KeyGene, founded in 1989, is a renowned plant breeding agricultural biotechnology company headquartered in Wageningen, the Netherlands. The company specializes in improving traits of vegetables, fruits, ornamental plants, and industrial field crops through innovative breeding technologies. KeyGene possesses several cutting-edge laboratory platforms, such as next-generation sequencing platforms, greenhouses, and tissue culture facilities. Since 2005, the company has secured 10 to 15 patents annually, with 80 patents obtained in 2015 alone. To date, KeyGene has filed over **500** patents for **70** inventions. Additionally, KeyGene is the initiator and organizer of the International Crop Innovation & Business Conference, which has successfully hosted **11** editions, demonstrating its extensive experience in organizing such events.



Sanya Yazhou Bay Science and Technology City Administration

Sanya Yazhou Bay Sci-tech City Administration is a statutory institution established by the Sanya Municipal Government under the model of "statutory institution + market-oriented operation." It is responsible for organizing and implementing the development, construction, operation, management, and comprehensive coordination of Yazhou Bay Sci-tech City. By leveraging the dual advantages of government and market in resource allocation, the bureau promotes the development and construction of the Sci-tech City to achieve mutually beneficial cooperation.

As one of the key parks in the construction of the Hainan Free Trade Port, Sanya Yazhou Bay Sci-tech City continues to capitalize on its policy and industrial advantages, contributing to the development of the "Nanfankou Silicon Valley" and driving the creation of an internationally renowned innovation hub for the Free Trade Port.

Since its establishment, the Sanya Yazhou Bay Sci-tech City Administration has achieved significant success in promoting international cooperation in the seed industry. It has reached strategic cooperation agreements with international industry associations such as the China Seed Association and the Asia and Pacific Seed Association and has organized a series of international conferences and forums. Additionally, through investment promotion efforts, it has attracted domestic and international innovators to settle in Yazhou Bay Sci-tech City. The administration is also actively pursuing international collaboration in the fields of germplasm resources and scientific research, fostering innovation and commercialization in the seed industry.



Conference Sessions List

Crop Innovation & Business Asia 2025 Sessions List

Day1 (January 5th)

Time	Session
09:00-13:00	Registration opens
13:00-16:00	Social Event
16:00-16:30	Opening Ceremony
16:30-17:00	Plenary lecture with focus on Science & Technology
17:00-17:30	Plenary lecture with focus on Business and Investment
17:30-18:00	Plenary lecture with focus on Society, policies, regulation
18:00-18:30	Closing plenary lecture: Commercialization of gene-edited tomato
18:30-20:30	Buffet Dinner

Day2 (January 6th)

Time	Session
9:00-9:30	Plenary program: Keynote opening lecture—Global Trends and Developments in Society and Agriculture: Lifestyle, Technology, Trade Wars, Impact of the COVID-19 Crisis, and the Influence of Hainan Free Trade Port' s Open Policies on Innovation Capacity.
9:30-10:00	Break
10:00-10:30	
10:30-11:00	Parallel session #1A: Trend in food demands
11:00-11:30	Lifestyle, beneficial healthy ingredients in crops
11:30-12:00	
10:00-10:30	Parallel session #1B: Breeding technology
10:30-11:00	From traditional breeding to advanced breeding using technologies (AI, Digitization, and phenotype)
11:00-11:30	
11:30-12:00	
12:00-13:30	Lunch Break
13:30-14:00	
14:00-14:30	Parallel session #2A: Biotechnology
14:30-15:00	Biotechnology (Genome editing, single-cell sequencing, organs on a chip, space)
15:00-15:30	
13:30-14:00	
14:00-14:30	Parallel session #2B: Germplasm resources
14:30-15:00	Germplasm resources for the seed industry
15:00-15:30	
15:30-16:00	Break
16:00-18:00	Plenary pitch program
18:00-21:00	Conference dinner

Day3 (January 7th)

Time	Session
9:00-09:30	Plenary program: Keynote opening lecture- System approach Agri. Not only seeds but integrated approach together with crop protection, GPS, Agronomics, robotics, weather forecast, precision chemicals
9:30-10:00	Break
10:00-10:30	
10:30-11:00	Parallel session #3A: Agricultural challenges
11:00-11:30	Recommendations for solutions to problems and challenges in agriculture
11:30-12:00	
10:00-10:30	Parallel session #3B: Gene editing
10:30-11:00	Gene Editing in Global perspective
11:00-11:30	
11:30-12:00	
12:00-13:30	Lunch Break
13:30-14:00	
14:00-14:30	Parallel session #4A: Climate change
14:30-15:00	Climate change and international cooperation
15:00-15:30	
13:30-15:30	Parallel session #4B: Innovation policies
	The impact of the Hainan Free Trade Port' s open policy environment on innovation
15:30-16:00	Break
16:00-17:00	Panel Discussion on game-changing role of Gene Editing and AI for future Agricultural systems
17:00-17:15	Closing ceremony and announcement



Participating Companies Lists

Chinese Companies

- 1.1. 中国种子集团有限公司: China National Seed Group Co., Ltd.
2. 国投种业科技有限公司: SDIC Seed Industry Technology Co., Ltd.
3. 大北农生物技术(海南)有限公司: Da Bei Nong Biotechnology (Hainan) Co., Ltd.
4. 海南九圣禾农业科学研究院有限公司: Hainan Jiu Sheng He Agricultural Science Research Institute Co., Ltd.
5. 隆平生物技术(海南)有限公司: Long Ping Biotechnology (Hainan) Co., Ltd.
6. 舜丰生物科技(海南)有限公司: Shun Feng Biotechnology (Hainan) Co., Ltd.
7. 海南华大生命科技有限公司: Hainan BGI Life Sciences Co., Ltd.
8. 海南广陵热科南繁种业研发中心有限公司: Hainan Guangling Reke Nanfan Seed Industry Research and Development Center Co., Ltd.
9. 海南明天生物科技有限公司: Hainan Ming Tian Biotechnology Co., Ltd.
10. 海南经济特区敦种作物种子研究院有限公司: Hainan Special Economic Zone Dun Zhong Crop Seed Research Institute Co., Ltd.
11. 三亚垦丰农业科技有限公司: Sanya Kenfeng Agricultural Technology Co., Ltd.
12. 海南丰度种业科技有限公司: Hainan Fengdu Seed Industry Technology Co., Ltd.
13. 三亚大北农创种基因科技有限公司: Sanya Da Bei Nong Chuang Zhong Gene Technology Co., Ltd.
14. 三亚丰牧农业发展有限公司: Sanya Fengmu Agricultural Development Co., Ltd.
15. 三亚江淮园艺研究所(普通合伙): Sanya Jianghuai Horticultural Research Institute (General Partnership)
16. 海南荃银五星种业有限公司: Hainan Quanyin Five-Star Seed Industry Co., Ltd.
17. 铁岭先锋种子研究有限公司三亚分公司: Tieling Pioneer Seed Research Co., Ltd. Sanya Branch
18. 中化(海南)农业生态有限公司: Sinochem (Hainan) Agricultural Ecology Co., Ltd.
19. 海南晨海水产有限公司: Hainan Chenhai Aquatic Products Co., Ltd.
20. 海南天地人热带水果科技有限公司: Hainan Tiandi Ren Tropical Fruit Technology Co., Ltd.
21. 海南天地人生物科技有限公司: Hainan Tiandi Ren Biotechnology Co., Ltd.
22. 海南经纬公麒供应链有限公司: Hainan Jingwei Supply Chain Co., Ltd.
23. 海南南繁种业有限公司: Hainan Nanfan Seed Industry Co., Ltd.
24. 海南鲁研农业科技有限公司: Hainan Luyan Agricultural Technology Co., Ltd.
25. 齐禾生科(三亚)生物科技有限公司: Qihe Bioscience (Sanya) Biotechnology Co., Ltd.
26. 益通数科: Yitong Digital Technology Co., Ltd.

Foreign Companies

- 1.Sanatech Seed
- 2.Meioenix
- 3.Lounjee
- 4.TOOLGEN,INC.
- 5.Phenokey



List is continuously being updated....

Past Conference Highlights



For more details: www.cropib.com

Past Editions of conference

Year	Previous conferences	Country/Region + City
2007	1st	Amsterdam, Netherlands
2009	2nd	Amsterdam, Netherlands
2011	3rd	Amsterdam, Netherlands
2013	4th	Amsterdam, Netherlands
2015	5th	Amsterdam, Netherlands
2017	6th	Amsterdam, Netherlands
2019	7th	Amsterdam, Netherlands
2021	8th	Amsterdam, Netherlands (Online Conference)
2022	"1st Crop Innovation & Business Asia (CROP IB Asia)" Preview	Online
2022	9th	Ghent, Belgium
2023	10th	Amsterdam, Netherlands
2024	11th	Ghent, Belgium



Conference Speakers

**Minako
Sumiyoshi**

Sanatech Seed
University of Tsukuba

**Giacomo
Bastianelli**

Flemish Institute
Biotechnology

**Bas van
Eerd**

Director of Phenokey

**Francine
Sayoc**

APSA Executive Director

**Chee Hark
Harn**

CEO of TOOLGEN,INC.

Conference Speakers

Continue to be update...



Fadi Chen

National Modern Agricultural
Industry Technology System
Position Scientist, Chief Expert
of Jiangsu Province Flower
Industry Technology System,
Professor, Doctoral Supervisor,
and President at Nanjing
Agricultural University



Weixing Cao

Dean of the Institute of
Smart Agriculture,
Nanjing Agricultural
University



Jiankang Zhu

Plant biologist, member of
the National Academy of
Sciences, USA, Dean of the
Institute of Advanced
Biotechnology at Southern
University of Science and
Technology



Yuping Lv

Vice President of Long
Ping High-Tech Co., Ltd.



Mengshan CHEN

Director of the National
Food and Nutrition
Consultative Committee



Conference Speakers



Roeland van Ham
CEO of Keygene




Feng Mao
CEO of Panda Guide at
Sinochem Group



Xiaodong Fang
Vice President of BGI

Theo van
Hintum

Senior scientist and
deputy director, heads
CGN Plant Genetic
Resources





Conference Speakers



Jingxuan Wu
Deputy director of
Administration of Sanya
Yazhou Bay Sci-tech City



Yongwen Qi
Associate Dean of the
College of Agriculture
and Biology, Zhongkai
University of Agriculture
and Engineering



Shuijin Zhu
Associate Dean of the
College of Agriculture
and Biotechnology,
Zhejiang University



Zhiguo Han
Hui Nuo Founder, Executive
Committee Member & Vice
Chairman of the Industrial
Division of the International
Plant Phenotyping Society

Zhang Pei

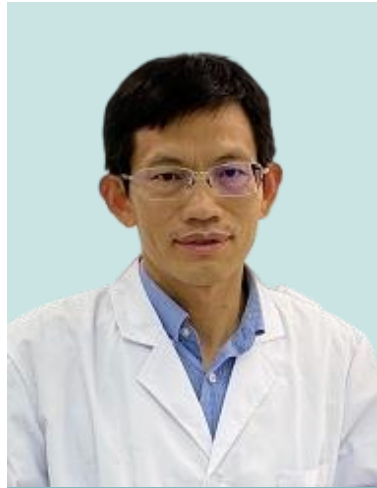
**CEO of Qi Hesheng
Technology, former
President of Beijing
Innovation Center of
Sinochem Group /
Syngenta Group**



Conference Speakers



Jie Zhang
Doctor from the
Institute of Microbiology,
Chinese Academy of
Sciences



Guirong Wang
Director of the Institute
of Genomics, Chinese
Academy of Agricultural
Sciences



Jianlong Xu
Researcher in Rice
Molecular Breeding at the
Institute of Crop Sciences,
Chinese Academy of
Agricultural Sciences



Yi Li
Professor at Fujian
Agriculture and Forestry
University, Distinguished
Professor at the College
of Life Sciences, Peking
University



Wang Bingbing
General Manager of BaiAo
Cloud Data Technology Co.,
Ltd., Postdoctoral Fellow in
Plant Pathology from the
University of Minnesota

Conference Speakers



Tianfu Han
Chief Scientist of the
"Soybean Breeding
Technology Innovation and
New Variety Selection"
scientific innovation team
of the Chinese Academy of
Agricultural Sciences
Innovation Project



Jin Xiu Liang
Group Leader of Crop
Phenotypic Innovation
Research, Center for Crop
Cultivation and Farming,
Institute of Crop Sciences,
Chinese Academy of
Agricultural Sciences



Zichao Li
Professor and Ph.D.
Supervisor, Department of
Plant Genetics, Breeding
and Seed Science, College
of Agronomy, China
Agricultural University

Ju Hui

Institute of Agricultural
Environment and
Sustainable
Development, Chinese
Academy of Agricultural
Sciences; Member of the
Council of the Chinese

Venue for Crop IB 2025 (Asia) :Sanya, Hainan Province, China

Ecological Advantages

Awarded titles such as "National Ecological Demonstration Zone," "National Garden City," "National Sanitation City," and "China Habitat Environment Award," Sanya is a city that offers the unique opportunity to enjoy both tropical rainforests and ocean views.

Opening-Up Advantages

Exploring external cooperation, actively building international trade platforms, and gathering international funds and resources. By hosting events such as the Hainan Island International Film Festival and developing traditional Chinese medicine tourism products, Sanya continues to expand its international airline network.

Resource Advantages

The National Nanfan Breeding Base is located in a typical tropical region, with excellent sunlight and thermal conditions, making it a unique area in China suitable for winter breeding.



Factor Advantages

The Nanfan base gathers more than 700 research institutions and over 7,000 researchers from 29 provinces, regions, and cities across the country every year.

Policy Advantages

Since the release of the "Hainan Free Trade Port Overall Plan," Sanya has followed the unified deployment of the State Council, adhering to institutional innovation, continuously optimizing the business environment, and introducing a series of high-quality support policies. In 2010, Sanya expanded the list of countries eligible for visa-free entry.

Geographical Advantages

Located near the South China Sea, close to ASEAN, connected to South Asia, and serving as the maritime hub linking Southeast Asia, Sanya is a key strategic location connecting two oceans.




Transportation

Hainan Sanya implements a visa-free policy for 59 countries

Russia, United Kingdom, France, Germany, Norway, Ukraine, Italy, Austria, Finland, Netherlands, Denmark, Switzerland, Sweden, Spain, Belgium, Czech Republic, Estonia, Greece, Hungary, Iceland, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, Slovakia, Slovenia, Ireland, Cyprus, Bulgaria, Romania, Serbia, Croatia, Bosnia and Herzegovina, Montenegro, North Macedonia, Albania, United States, Canada, Brazil, Mexico, Argentina, Chile, Australia, New Zealand, South Korea, Japan, Singapore, Malaysia, Thailand, Kazakhstan, Philippines, Indonesia, Brunei, United Arab Emirates, Qatar, Monaco, Belarus.

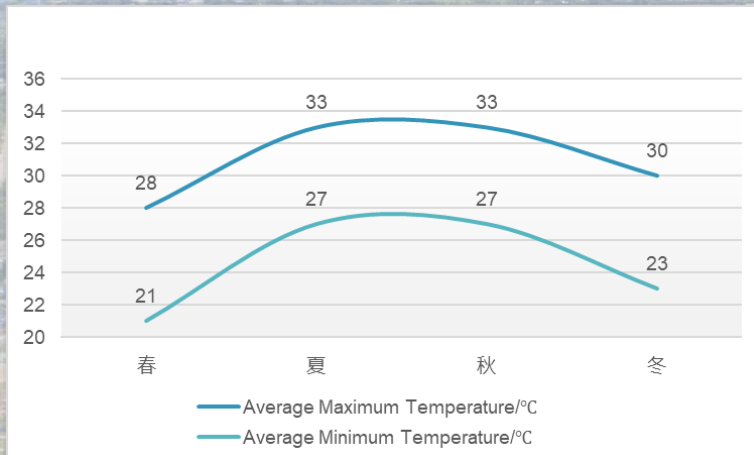
A 144-hour visa-free policy is available for foreign tour groups from Hong Kong and Macau entering Hainan.

Starting from July 30, 2024, citizens of countries with diplomatic relations with China holding ordinary passports can enter Hainan for tourism without a visa for a stay of up to 144 hours, provided they travel in groups (of 2 or more) organized by legally registered travel agencies in Hong Kong or Macau. Those who are eligible for visa exemption agreements signed with China or other visa-free policies of the Chinese government will follow the relevant regulations.



Tourism - Climate and Weather

- Hainan Island has a tropical monsoon oceanic climate
- Key features: No extreme heat in summer, no severe cold in winter, small annual temperature variation, and high average annual temperature
- The average city air pressure is 964.1 hpa
- The average annual temperature is 26.7°C
- The annual rainfall is 1944.3 mm
- The annual sunshine duration is 1871 hours
- The average annual relative humidity is 77.6%



Venue



Hotel



Play

Various water sports including jet skiing, surfing, sailing, rowing, and kayaking.



Food



Tea Break



Tourist Attractions



Shopping



Local Culture





Media of China

Mainstream central media : People's Daily Online, Xinhua Net, China Net, China Radio International, China Daily, China National Radio, Global Times Online, China Youth Daily, Hainan Daily, Sanya Daily, Haikou Daily, Nanguan Daily, Nan Guo Metropolitan Daily, Hainan Provincial Radio and Television Station, Sanya City Television Station, Sansha TV, Haiguang Net, Yen Net, Special Zone Daily, International Tourism Island Business Daily, Phoenix Hainan, and Sina Hainan for on-site coverage.



Foreign Media

CropIB Website &
Newsletter



KeyGene Website and
Newsletter



LinkedIn
channels of
partners





Contact information

Contact: Huiling Chen

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Tel: +86 13337583153

Email: info@cropibasia.com

Conference Registration Open



<https://www.cropibasia.com/cn/>

Let' s meet together at the Sanya Yazhou Bay Science and Technology City and witness the glorious moment of agricultural technological innovation!



**We sincerely look forward to your arrival
Thank You!**