

August 7, 2025

Sakata Seed Corporation to Exhibit at TICAD9 “Japan Fair”

To Be Held Over Three Days, August 20–22, at Pacifico Yokohama



TICAD

BUSINESS EXPO & CONFERENCE

Sakata Seed Corporation (Headquarters: Yokohama City, Kanagawa Prefecture; President: Hiroshi Sakata; hereinafter “Sakata”) is pleased to announce its participation in the “Japan Fair,” a featured event of the TICAD Business Expo & Conference, held alongside TICAD9, the 9th Tokyo International Conference on African Development. The event will take place from August 20 to 22, 2025, at Yokohama. The event will be hosted by the Japan External Trade Organization, JETRO. It marks Sakata’s third participation in TICAD9, following its debut at TICAD6 in 2016. In addition to operating its own booth, Sakata will also exhibit within the Yokohama booth. Besides the introduction of its local initiatives in African, Sakata plans to exhibit actual fruit of squash butternut which is the same type as the popular varieties in Africa.

The Japan Fair serves as a platform to introduce outstanding Japanese products, technologies, and services to government officials and business leaders from across Africa, with the aim of fostering new business opportunities in the region.

Sakata has been exporting high-quality vegetable and flower seeds to Africa since the 1950s. Today, the company operates a local subsidiary, Sakata Seed Southern Africa (Pty) Ltd. (Headquarters: Lanseria, Gauteng Province, South Africa; hereinafter “Sakata Seed Southern Africa”) and maintains liaison offices in Morocco and Kenya, expanding its presence across the continent. Its core offerings include high quality seeds, agricultural tools and technical support for vegetables such as squash, tomato, and cabbage, as well as ornamental crops such as sunflower.

In recent years, Sakata Seed Southern Africa has collaborated with nonprofit organizations to support agricultural development and improve farmers' livelihoods. These efforts include field demonstrations comparing F₁ hybrid varieties with traditional open-pollinated types, showcasing advantages such as higher yields, disease resistance, and longer shelf life. Sakata also provides guidance on planting schedules and recommendations for better agricultural tools.

Under the theme “Growing a healthier Africa,” Sakata’s booth will feature visual panels and videos introducing its current business activities and future in Africa. Visitors will also be able to view actual fruit of squash butternut which is the same type as the popular varieties in Africa and participate in a simple seed sowing activity.

Sakata remains committed to developing varieties that empower African farmers—contributing to improved income, better nutrition, stable food supply, and sustainability—while supporting the growth of African agriculture and horticulture.

Overview of the TICAD Business Expo & Conference “Japan Fair”

Organizer: Japan External Trade Organization (JETRO)

Co-organizer: Japan Business Council for Africa (JBCA)

Supporters: Ministry of Economy, Trade and Industry
and Ministry of Foreign Affairs

Dates: August 20–22, 2025 (3 days)

Venue: Pacifico Yokohama, Exhibition Halls B and C (1-1-1 Minato Mirai, Nishi-ku, Yokohama)

Sakata Seed Corporation Booth : G02

Yokohama Booth : F33 (Sakata’s exhibit located in section F33-3)

Squash Butternut



.....

SAKATA SEED CORPORATION

2-7-1 Nakamachidai, Tsuzuki-ku, Yokohama, Kanagawa, 224-0041, Japan

<https://global-sakata.com>
