

Francine Sayoc takes helm as APSA's new Executive Director

31 January 2024 | News

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The Asia and Pacific Seed Alliance (APSA) is pleased to welcome Francine Sayoc as its new Executive Director, effective February 1.

Ms. Sayoc brings a wealth of experience and a fresh global perspective to APSA's mission to ensure quality seeds for the region and the world. She most recently served as Communications Manager at the International Seed Federation (ISF) in Nyon, Switzerland, where she led the external and internal communications of the global voice of the seed sector, representing some 60 national member associations and 7,500 seed companies worldwide.

Prior to that, she served as the Group Communications Manager at East-West Seed International in Nonthaburi, Thailand, playing a key role in the company's evolution into a formidable international seed company with operations across five continents.

A distinguished graduate with a Masters in International Studies from the Universidad del País Vasco/Euskal Herriko Unibertsitatea in Spain, Ms. Sayoc's career commenced 20 years ago in the Philippine Senate, where she worked as a

speechwriter and later as media and communications director for then Senator Edgardo J. Angara.

Her firsthand knowledge and experience in working with regulators and the private sector to communicate, advocate, and shape policy and reform, legislation, institution-building, and partnerships made her stand out during the extensive recruitment process to hire APSA's chief executive.

Dr Manish Patel, APSA President said, "The APSA Secretariat is a young and dynamic team, and it was a delicate process to find the right fit. Not only do we need someone with the right qualifications, background, and experience, but we needed someone who could work seamlessly with all of our team members and stakeholders. Having reviewed hundreds of potential applicants over several months, it was clear to the OB that Francine checked all those boxes, and we are confident that she is exactly what APSA needs to move from strength to strength."

Francine commented: "I want to take a moment to thank the APSA team, OB, EC, members of special interest groups and standing committees, and of course, my predecessor, Dr Kanokwan May, for the incredible work you have done and for the warm welcome. I have spent twelve years in the seed sector, and I am continually fascinated by it. As we all know, seed is the foundation of food security and agriculture. I am excited about the immense potential we have to make a positive impact on the lives of millions in Asia. Together, we can drive innovation, promote sustainability, and enhance food production to meet the challenges of our time. Let's continue working hand in hand to advance the Asian seed sector. At APSA, we will do our best to support our members and be an ally to business towards achieving a common vision. Now, more than ever, collaboration is crucial to addressing the evolving needs of farmers. I am so excited for the journey ahead. I look forward to meeting and working with you."