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Advanta acquires Hytech Egypt in $110 Mn push into MENA seed market

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The acquisition of Hytech Egypt is expected to give Advanta an immediate leadership position in white and yellow corn seeds across the Middle East and Africa

UPL Limited is expanding its seeds business in the Middle East and Africa through a proposed $110 million acquisition of Egyptian seed company Hytech Egypt. The transaction will be undertaken by UPL's step-down subsidiary, Advanta Holdings B.V. (Advanta BV), which has agreed to acquire Hytech Egypt's holding company, Hytech Egypt USA LLC. The deal is expected to give Advanta a stronger foothold in one of the world's fastest-growing agricultural seed markets, particularly in white and yellow corn. Upon completion, Advanta BV is expected to own approximately 99.98 per cent of Misr Hytech Seed International S.A.E., known as Hytech Egypt.

A strategic move into MENA corn seeds

The acquisition gives Advanta an established platform from which to expand its presence across the Middle East and Africa, where demand for improved corn genetics is increasing alongside efforts to strengthen agricultural productivity and food security. White and yellow corn represent important segments of the regional seed market. By adding Hytech Egypt's business and capabilities to its existing portfolio, Advanta is positioned to broaden its geographic reach and strengthen its competitive position in corn genetics.

The deal also provides an entry point into Egypt, a strategically important agricultural market linking African and Middle Eastern production systems.

Hytech brings an established operating platform

Founded in 1993, Hytech Egypt has been operating in the agricultural seeds sector for more than three decades. The company recorded revenue of approximately $34.9 million in fiscal 2023, followed by $37.6 million in fiscal 2024. Revenue declined to approximately $25.7 million in fiscal 2025. Despite the recent decline, the acquisition provides Advanta with an established business, market presence and operating infrastructure in a strategically important seed-producing and consuming region.

Advanta deepens global seed ambitions

For UPL, the transaction fits into its broader strategy of strengthening its Seeds and Post Harvest business and expanding the role of Advanta as a global agricultural technology platform. Advanta operates across multiple seed markets and crop categories, with corn remaining an important area of growth. The Hytech acquisition adds scale to its regional operations while providing access to established genetics and commercial networks in Egypt and surrounding markets.

The transaction is also consistent with the wider consolidation taking place in the global seed industry, where companies are increasingly seeking local breeding capabilities, market access and differentiated germplasm to compete in high-growth agricultural markets.

Regulatory approvals remain

The acquisition is subject to customary closing conditions and regulatory clearances. Approvals are expected from the COMESA Competition and Consumer Commission and the Egyptian Competition Authority. Completion is currently anticipated on or before January 31, 2027, subject to satisfaction of the applicable conditions. UPL said the transaction does not constitute a related-party transaction. UPL effectively holds a 78.21 per cent interest in its Seeds and Post Harvest segment platform, Advanta.

Strengthening its corn position

The proposed acquisition underscores the growing strategic importance of seed genetics in agricultural markets where farmers are seeking higher productivity, improved adaptability and greater resilience. For Advanta, acquiring Hytech Egypt provides more than an additional regional business. It creates a larger platform in a strategically positioned market and strengthens its ability to participate in the expanding white and yellow corn seed opportunity across the Middle East and Africa.

If completed as planned, the $110 million transaction will mark another significant step in Advanta’s international expansion and reinforce UPL’s push to build a broader, more integrated agricultural seeds business.