

For fresh fruit and vegetable marketing and distribution in Asia



By Chris Komorek

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Ofir Elasar joins Top Seeds International

Elasar appointed vice president of sales and marketing, commencing 1 July, 2020



World-leading Israeli company, Top Seeds International, has announced the appointment of Ofir Elasar as vice president of sales and marketing effective from 1 July.

Elasar joins from OriGene Seeds, having previously worked in the young plants sector at Hishtil, as well as at Zeraim Gedera-Syngenta.

In a statement, Top Seeds International chief executive, Gianni Bernardotto, said he was certain Elasar would make a major contribution to the further development of the business in its reference markets.

"I would like to extend a very warm welcome to Ofir Elasar. A manager with lots of experience, he has shown a great ability to combine a close adherence to processes with the assured and reliable management of staff, motivating his teams to meet their goals," said Bernardotto.

In accepting the position, Elasar said he was proud to take on the role and outlined the goals he wants to achieve within the company, which specialises in research and marketing of innovative hybrid varieties of high-quality vegetables.

"Our aim will be to continue to develop varieties that meet the needs of growers and the entire commercial chain, right through to the end consumer. Lots of big challenges lie in store but being part of a major company like Top Seeds International gives you a real energy boost," said Elasar.

After an initial onboarding period at the company headquarters in Israel, Elasar is expected to travel extensively, in accordance with the travel restrictions imposed by the Covid-19, in order to meet the affiliate companies and learn about the most strategic markets.