



XIII International Rice Conference for Latin America and the Caribbean



Eduardo Rojas Villalobos
Speaker

Agroindustrial Entrepreneur

Costa Rican creator and entrepreneur of companies such as Semillas Selectas, Arrocera San Pedro and the Instituto de Investigación de Arroz, all in charge of the improvement, research and commercialization of rice seeds and finished products. He is also President of the Central American Rice Federation (FECARROZ, by its acronym in Spanish), an entity that cluster the Central American rice sector and was the main leader responsible for the alliance between the public / private sector of Costa Rica to join the Latin American Fund for Irrigated Rice (FLAR, by its acronym in Spanish).



Tema:

"Development of high value markets as
a strategy for rice competitiveness in Costa Rica"

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