

## Elicit Plant appoints Boualem Saidi as Head of Business EMEA to accelerate its international expansion

Moulins-sur-Tardoire (France), May 12, 2026. **Elicit Plant, the French agri-biotech company pioneering solutions to help crops better withstand water stress and climate hazards, announces the appointment of Boualem Saidi as Head of Business EMEA, within its leadership team. With more than 30 years of international leadership experience within Bayer Crop Science, Boualem Saidi joins Elicit Plant to support the company's next phase of growth and accelerate the deployment of its biosolutions across Europe, the Middle East and Africa.**

### An international business leader with deep agricultural expertise

Throughout his career at Bayer Crop Science, Boualem Saidi has held several senior leadership positions across Europe, Asia, Africa and the Middle East. He notably served as Country Head for Romania, Bulgaria and the Republic of Moldova, leading a €260 million business and 130 employees, while driving Bayer's regenerative agriculture vision and strengthening its leadership position in the region.

His extensive international experience also includes leadership roles in Turkey, Central Asia, South Korea, North Africa and EMEA regional marketing operations. Over the years, he has developed recognized expertise in strategic leadership, business transformation, crop protection, seeds, biologics, digital farming and regenerative agriculture.

Boualem Saidi began his career in France in commercial and marketing positions focused on supporting farmers and agricultural distributors, building a strong field-oriented understanding of agricultural challenges and market dynamics.

### A shared vision for a more resilient agriculture

*"Throughout my career, I have remained deeply committed to supporting farmers as they face increasingly complex climatic and economic challenges. Across the EMEA region, water stress has become one of the most critical threats to agricultural productivity and food security. I chose to join Elicit Plant because I strongly believe in the company's technology, its scientific foundations and its ability to deliver measurable impact for farmers in the field. Elicit Plant brings a breakthrough approach to improving water use efficiency and helping crops better withstand climatic stress. I am excited to contribute to scaling this innovation across the EMEA*

region and to help shape a more resilient and sustainable future for agriculture,” said **Boualem Saidi**, Head of Business EMEA at Elicit Plant.

## Supporting Elicit Plant’s next phase of international growth

As Head of Business EMEA, Boualem Saidi will lead the company’s commercial development strategy across the region, strengthen strategic partnerships and support the acceleration of Elicit Plant’s international expansion. By joining Elicit Plant’s Leadership Team, he will help shape the company’s strategic direction and accelerate its international growth.

*“Boualem brings exceptional international leadership experience, a deep understanding of agricultural markets and a strong strategic vision for the future of farming. His track record in driving business growth, leading transformations and supporting farmers through innovation will be invaluable as Elicit Plant enters a new phase of expansion. We are delighted to welcome him to the team and confident that his leadership will significantly contribute to accelerating our development across the EMEA region,”* said **Jean-François Déchant**, CEO of Elicit Plant.

## About Elicit Plant

ELICIT PLANT is an AgTech company tackling climate change impacts on major crops by reducing plant water consumption by up to 20%. Its patented EliTerra® technology, based on phytosterols, makes it the only company in agriculture leveraging this class of plant-derived molecules to enhance crops’ natural stress resistance mechanisms.

Backed by thousands of field trials and rapid adoption across Europe, Brazil, the United States, and Ukraine, the company has doubled its revenues over the past two years and now operates commercial sales in these markets.

Its solutions for corn, soybean, sunflower, and wheat secure yields and deliver strong returns for farmers during water scarcity. ELICIT PLANT’s ambition is to become a global champion of climate-resilient farming, delivering an average 3x ROI and enabling farmers to do more with less water.

For more information: [www.elicit-plant.com](http://www.elicit-plant.com)

### Press contacts

Elicit Plant: Claire Arnoux, [c.arnoux@elicit-plant.com](mailto:c.arnoux@elicit-plant.com) - +33 6 77 82 01 37