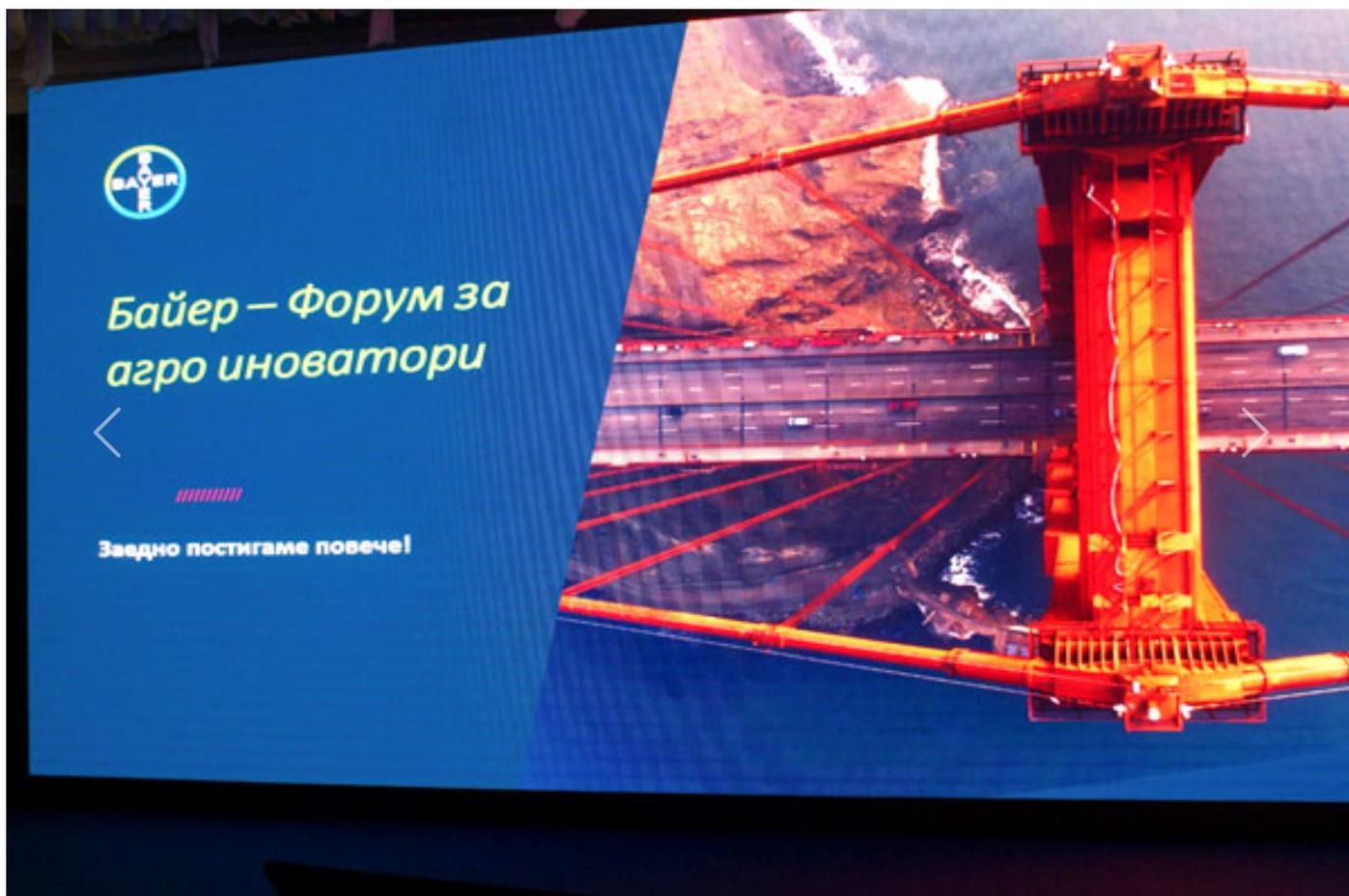


# Bayer: 2020 - roadmap with key policies

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Date: 17.02.2020 Issue: 2/2020



*The Grand Hotel in Pomorie was the choice of the German company for the launch of its commercial campaign this year. The strong professional interest in this key event was no surprise. The high expectations of the numerous attendees were fulfilled! The “engine” of Bayer, as always, operates at high speed – it generates news, conveys powerful messages, proves that it possesses an innovative product portfolio and high-level expertise to transform the environment, to influence market attitudes, and to participate actively and responsibly in the large-scale transformation of Bulgarian agriculture towards achieving high levels of intensity, sustainability, and environmental “green” indicators.*

Zhecho Murzov, Commercial Director of Bayer Bulgaria, Crop Science Division, presented to the partner audience – professional agricultural producers from Southern Bulgaria – the basic characteristics of Bayer’s new corporate mission following the acquisition of landmark, high-value assets – the American corporation Monsanto, including the world-leading breeding giant DEKALB and a series of key digital product solutions with a strategic vision.

**Master Class Consultations** in cereal crops, maize and oilseed rape is one of the initial pilot projects of Bayer Bulgaria, whose main objective is, via the symbolic bridge that connects the company with farmers in the country, to transfer to the field Bayer's highly technological, innovative product format – crop protection and seed – maize and oilseed rape. And this extremely powerful agrochemical and biological product is to be activated to the highest possible degree with the assistance and support of the Bayer team.

**The Master Class Consultations project** of Bayer is indicative in several directions. Bayer is implementing new standards for production sustainability under conditions of uncertain climatic and phytosanitary environment, which means risk management and solutions for every problem. Bayer is actively incorporating its broad-format product potential into structuring the architecture of precision agriculture, part of the current “green” policies of the United Europe. Bayer demonstrates that it has the professional capacity, expertise and competences to implement this ambitious project. A project with new dimensions, goals and horizons – a roadmap with key policies, a sign of distinctiveness, of proactive moves, of foresight and high quality.

Bayer has built a panoramic bridge that connects the company with its partners – the Bulgarian farmers. The metaphor is not accidental! It proves that along this symbolic bridge the transfer of corporate innovations in agrochemistry and genetics to the field, to production, is carried out. Along this bridge pass all conceptual projects, strategic concepts, technological innovations, key messages. According to Bayer's philosophy, successful partnership proves in an indisputable way that **together we achieve more!** Which means integrity with a high charge, productive synergy, and a vision for the future. These are the things that give rise to success, shape the horizon and perspective.