

# Viola AE: Creative, business-active, successful!

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*The Sliven-based trading company for pesticides, seeds and fertilizers opened its latest commercial season. Park Hotel "Europe" in Haskovo hosted this emblematic opening event. The key event, a hallmark of Viola, once again carried high expectations. The company's clients – agricultural producers from the regions of Sliven, Yambol and Stara Zagora – received up-to-date information from 12 companies, partners of Viola: BASF, Syngenta, Corteva, UPL, Summit Agro, Adama, Ekofol, KNE Certis, Agria AD, KWS, Caussade and ABT.*

**VIOLAAE** is one of the few distribution companies in Bulgaria's agribusiness sector which, since its establishment more than 25 years ago, has preserved its individuality and identity. By chance or not, during this quarter of a century it has remained unaffected by organizational storms, downturns and managerial upheavals. The team of VIOLAAE, currently led by the second generation of specialists – Albena Vavova and Temenuga

Ivanova – provides a long-term perspective for its partner client audience: high-class crop protection, new genetics and modern nutritional resources for agricultural crops.

The successful business model of VIOLA AE encompasses several visions. One of them is the high professional capacity, expertise and competences of the team. Another is the value-based system for the transfer of innovation. VIOLA AE continuously invigorates this strategic toolkit – it upgrades it and generates new energy. It demonstrates in a highly convincing way that agrarian entrepreneurship is a special type of business – it requires proactivity, socialization, initiative, dialogue and presence. And something very important: VIOLA AE forms a partner community of like-minded stakeholders. Several facts support this assertion. On the one hand, VIOLA AE is a key supplier of pesticides, seeds and fertilizers in the Sliven region. It partners with leading global companies in these industries. Thanks to this perfect synergy, the local farming community has the advantage of working with the latest products, of having access to technological potential for increasing production intensity, and to mechanisms for yield management. Farmers rely on the strong support of VIOLA AE. They are convinced that being a member of this community is a privilege. Because it is a true privilege to be granted the right to make an informed choice regarding the cutting-edge achievements of the global agrochemical and seed industry. It is a privilege to have the opportunity and the chance to create sustainable and profitable production, to earn from one's labour, and to be able to invest in the right projects. The partnership support of VIOLA AE is a test of loyalty! And the results of this behavioural model are visible to all unbiased observers and commentators: people in the supporting community are successful and radiate positive energy. The environment, the atmosphere, the mood and the emotion that VIOLA AE creates every day, for many years, for its client audience, are the company's trademark, a mark of distinctiveness.

The European Union has an ambitious mission – to develop intensive, sustainable agricultural production with a maximally high environmental status. The regulatory regime of the Old Continent with regard to the agrochemical industry is highly restrictive. The EU's "Green Deal" entails fundamental changes both in the composition and in the philosophy of crop protection and fertilization. The information forum of VIOLA AE reconfirmed the fact that all four leading global agrochemical and seed companies – BASF, Syngenta, Corteva and UPL – are responsibly and committedly structuring new horizons for their business. They are modernizing their product portfolios within the framework of the high environmental standards of the EU. They participate actively in this fundamental transformation.

VIOLA AE is launching its next commercial season with the hope, confidence and assurance that it will be successful, as all previous ones. Albena Vavova and Temenuga Ivanova, the managing directors of the company, have inherited substantial capital – a sustainable, well-organized structure, built over many years with

love, talent, work and dedication by Dr. Elena Mancheva, a leading crop protection specialist of national standing. There are sufficient indications that today the company continues to be managed at a high professional level. The helm is in safe hands! "We cannot allow ourselves to lower the bar," state Albena and Temenuga. And this is a very good cause in business, under conditions of intense competition and continuous market changes. This suggests that within VIOLAE there operates a mechanism of succession invisible to the naked eye.