

# Bualem Saidi is the new Head of the Bayer Crop Science division for the Romania, Bulgaria and Moldova region

*Author(s): Bayer*

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*Zhecho Murzov continues to head the division in Bulgaria in the position of Commercial Director*

**Sofia, July 1, 2020** – Boualem Saidi has taken over the leadership of the Crop Science division at Bayer, coordinating the activities for Romania, Bulgaria and the Republic of Moldova. In Bulgaria, Zhecho Murzov continues to lead the Crop Science division in the position of Commercial Director, which he assumed in 2019.

„It is an honor and a great responsibility for me to join and take over the leadership of the Crop Science division for the group of countries. Here I found an organization that is truly customer-focused, which is why Bayer is so

well positioned in the agricultural sector in this part of the world! My main goal is to implement genuinely customized solutions that create higher value for producers, while at the same time becoming a role model in all aspects of sustainable development. I have no doubt that this will be one of the most exciting experiences in realizing our vision „Health for all, hunger for none“,“ said Boualem Saidi.

„Some of the main challenges in our field are the regulatory impact and social skepticism towards agriculture. In reality, nowadays many people no longer understand how food is grown. Many do not see the benefits of our products and technologies, but rather focus on the risks. As a company, as well as an industry, we have an obligation to constantly raise awareness of how important it is to produce sufficient healthy and affordable food. I see this as one of our main tasks and a great opportunity for progress by strengthening our open and transparent dialogue with society, in order to inform and educate, while at the same time being committed to sustainable development,“ he added.

**Boualem Saidi** is an agronomist by education and has been working at Bayer for 25 years, mainly holding commercial and managerial positions. During this time, he has worked in different parts of the world – Europe, Africa and Asia. From October 2018 until now, he has held the position of Global Head of Asset Management for SeedGrowth at Bayer.

**Zhecho Murzov** began his career at Bayer Bulgaria in 2004 as a sales representative in the Crop Protection division. Over the years, he has held various positions at Bayer Crop Science in the fields of marketing and team and sales management. From 2014 to 2019, Zhecho was Head of Sales for Bayer Crop Science Bulgaria, and since July 2019 he has held the position of Commercial Director of Crop Science for Bulgaria.

### **Sustainability and performance in the group of countries Romania, Bulgaria and Moldova**

The local operations of the Group of countries achieved a turnover of over 335 million euros in 2019, of which the Crop Science division accounts for 62%, Pharmaceuticals – 27%, and Consumer Health products – 11%. With the seed production site in Sinesti, Romania, Bayer’s seed exports for 2019 reached over 65 million euros. More than 480 employees work for Bayer in the three countries, and the main offices are in Bucharest and Sofia.

### **About Bayer**

Bayer is an international company with core competencies in the life science fields of health care and agriculture. Bayer’s products and services are designed to benefit people by supporting efforts to address the

major challenges resulting from the growth and aging of the global population. At the same time, the Group aims to create value and increase its earning power through innovation and growth. Bayer is committed to the principles of sustainable development, and