

The new for Bulgaria company UPL positions its high-class crop protection concept

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The official presentation of the new company took place at the “Saint Petersburg” Hotel in Plovdiv. The event became the center of great professional interest – key and potential partners of the company were present here, leading agricultural producers from the country, as well as the special guests – responsible experts from the management of UPL in Europe – Mr. Allan Du Rue, Manager of the company for Central Eastern Europe, Mr. Damir Tomasevic, Business Development Manager of UPL for the Balkans, Mr. Esteban Colombo and Mr. Nicolas Cret, managers from the European headquarters of UPL

Ms. Eleonora Markova, Managing Director of UPL Bulgaria, presented the vision of the new company and its corporate identity – as a global leader, among the first 5 companies in the global agricultural industry, after on 5 June 2019 United Phosphorus Limited (UPL) acquired Arysta LifeScience.

OpenAg (Open Agriculture), the mission of UPL, as Ms. Markova explained, is the key to explaining the focus areas in the company's strategy – an open agricultural network ensuring growth for all. Without limits, without borders! "Farmers, producers, customers and consumers must be connected as never before. We are creating a new flexible food system, open to new connections, open to new partnerships, open to new markets and new ideas. The open agricultural network enables us to connect and cooperate in new ways and to overcome challenges together. On the other hand, cooperation without limitations guarantees that we can respond more quickly to the challenges facing farmers, food producers and manufacturers. The global food network provides open access to the latest theories, information technologies, research and development, agricultural chemistry, biosolutions and much more. The belief that "everything is possible" gives us the strength to create new opportunities for sustainable growth, and our closeness to farmers and customers means that we understand what they want and what they need," added Allan Du Rue.

One of UPL's strategic objectives is to demonstrate the high multifunctional potential of its corporate engineering. Part of this large-scale project is the rapid mobilization, adaptation and structuring of valuable expert resource capital. The new UPL is already demonstrating the effect of the symbiosis of the strengths of the two companies – it is joining the "team" of the fastest growing companies worldwide.

According to Mr. Du Rue's assessment, **OpenAg** creates an atmosphere for unconventional thinking and an approach to challenges beyond clichés, for formulating simple solutions to complex problems. Dynamism, speed, new partnerships – these are some of the focal points in UPL's behavioral style, an indication of a broad outlook on reality.

Our philosophy is to do business with more partnerships, states Mr. Damir Tomasevic. And he clarifies: UPL is wide open for dialogue with all participants in the business. UPL breaks down boundaries, accumulates energy, and defines workable solutions to ensure a high health status of plants and to further green crop protection practices.

The new UPL conveys clear messages. The company is positioning a long-term vision of its new-generation crop protection. **ProNutiva is** the corporate basic project to ensure a high health status of agricultural crops while observing all environmental standards, an instrument that will influence market attitudes. **ProNutiva** is a strategic model, selected at the highest possible level – in crop-specific technological schemes it combines

conventional chemistry, biostimulants and biopesticides. **ProNutiva** is a well-defined policy that unlocks creativity and motivation, generates new ideas and launches the company's crop protection into a higher orbit. UPL's crop protection meets high expectations; it is wide-format, with regard to the quality of the nutritional regime and plant physiology, and it has anti-stress buffers and eco-mechanisms at its disposal. **ProNutiva** is integrated crop protection under the UPL brand, part of precision agriculture – the new horizon for forming permanently protected spaces, for sustainable production under conditions of a dynamic, changing climatic and phytosanitary environment for the biosafety of the natural environment and the food chain.

Crop protection in the united European agro-space is being transformed. UPL signals that it will participate in this large-scale change – actively, responsibly, in solidarity!

Information about UPL's commercial portfolio on the Bulgarian market can be found in issue 2/2020 of the journal "Rastitelna Zashtita" ("Plant Protection")