

# Bayer CropScience: Distributors are our key partners!

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At this year's meeting in the elite capital hotel "Hilton", the management of the agrochemical company, a leader in the pesticide market in our country, reaffirmed in the most categorical manner its corporate vote of confidence and gratitude towards the trading firms that sell its products. Bayer CropScience sent clear signals and messages that it will continue to develop this institutional format, whose professionalism, loyalty, and activity contributed to the market success and leading positions of the German company in our country.

The idea of this entire project – a highly efficient national distribution network, according to Ralitsa Yanakieva, Manager of Bayer CropScience Bulgaria, which started 15 years ago, is for something good. It is not about aggressive business. It is exciting to do something with hands, head, and heart. Business is not a race, trust is built over years, which is why the people connected through

it are called Partners. The professional characteristic of this partnership model, according to Mrs. Yanakieva, includes identity, vision, positive profile, authenticity, authority, and motivation.

In 2014, Bayer CropScience achieved strategic success – the highest sales growth under conditions of exceptionally competitive presence.

Bulgarian agriculture is a target market for the German agrochemical concern. Bayer CropScience participates with commitment in the modernization and intensification of our agricultural production. Bayer CropScience invests in the architecture of its competitiveness and profitable model.

The technological toolkit of Bayer CropScience – composed of the latest generations of innovative plant protection products, situates the next level of expectations. This tremendous charge with crushing advantages is a sign of powerful technological capacity, flexibility of schemes, a high degree of creativity, and added value.

*Detailed information about the strategic market success of Bayer CropScience in 2014 and many more news, produced at the meeting with distributors, read in issue No.1 of the "Plant Protection" magazine for 2015.*