

Syngenta: Fast track for innovations!

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The "AGRA" agricultural exhibition in Plovdiv is a key event for agribusiness, a recognized location for positioning current commercial formats for the upcoming agricultural season in the key segments: plant protection, seeds, and fertilizers. This is the iconic top destination, a pilot showcase from which companies broadcast signals, messages, and positive energy to the markets, partners, and clients regarding their new goals and ideas, their new calendar of activities, the new conceptual developments in their product portfolio, the core parameters of corporate engineering for market presence and strategic positions. During "AGRA," leading multinational companies always generate a high degree of professional curiosity. And this is by no means accidental! Their authority, their system for innovation and influence transfer, their active investment commitment to participate in the large-scale transformation of Bulgarian agriculture, to turn it into an active part of the European agricultural space, creates the feeling that the consumer

confidence index is very high, with stable parameters. It creates a sense of new perspectives and new opportunities for the modernization and intensification of the agricultural sector.

The Swiss company Syngenta, a world leader in the agrochemical and seed industry, which has been a leader on the Bulgarian market for many years, gathers sufficiently strong support, has a reserved place in the success zone, radiates style and class, demonstrates the high levels of its bright technological individuality and excellently working model. Syngenta is one of the companies that possesses the toolkit to change the market and market attitudes, to redraw and energize business projects, to launch a new identity and uniqueness.

The new agricultural season for the production of strategic crops wheat, corn, sunflower, and rapeseed is a sufficiently serious reason for a conversation on the topic of INNOVATIONS with Syngenta's marketing managers Nikolay Gramchev and Slavomir Botyanski.

What they shared for the readers of the magazine "Plant Protection, Seeds and Fertilizers," read in issue 3/2015.