

Summit Agro with updated vision and logo

Author(s): Суммит Агро

Date: 30.09.2022 *Issue:* 9/2022



SUMI AGRO

Dear partners, clients and friends,

It is time to share an important piece of news with you! We have updated our logo and corporate identity!

The change is on a global scale and comes from our parent company Sumitomo Corporation. Sumitomo Corporation is one of the largest Japanese corporations and has existed for over 400 years. It has been trading crop protection products for more than 40 years and currently has a presence in 37 countries worldwide, contributing to the successful and profitable cultivation of agricultural crops.

The aim of the new logo is to ensure a unified global presence of all subsidiaries around the world and to present our renewed vision for the business:

“To be close to farmers, providing them with innovative solutions for sustainable agriculture.”

- The circular logo reflects the global presence and harmonious cooperation with agricultural producers around the world.
- The shades of orange symbolise our aspiration for a brighter future, like the rising sun and our origin – Japan.
- The green leaf symbolises life and our focus on agriculture, as well as our concern for the environment and the implementation of innovative and high-quality products for crop protection in the agricultural sector and society.