

# Viola AE: A Project with Committed Supporters

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*The Sliven-based trading company for pesticides, seeds and fertilizers is successfully upgrading its corporate format. Today it is an indispensable factor in regional agriculture – with its professional competences, entrepreneurial spirit, energy and class, with an inimitable identity and its own toolkit for influencing market attitudes and expectations. At the ceremony marking the 120th anniversary of organized plant protection in Bulgaria, “Viola – AE” Ltd. received the prestigious award for comprehensive service – development and application of modern technologies, provision of competent technical assistance to farmers, speed and flexibility, loyal attitude and correctness, significant presence in the serviced region. The honorary statuette for Agribusiness Company of 2015 was officially presented to Dr. Elena Mancheva.*

This year’s traditional technical meeting of “Viola-AE” with suppliers and producers, held in Hisarya on the eve of the spring campaign, unequivocally reconfirmed well-known facts and circumstances. Such as, for example, that Viola AE is a preferred and respected partner both for

trading companies and for agricultural producers in the region. At the meeting in Hisarya there were representatives of almost all multinational and Bulgarian companies from the agro-industry: BASF, DuPont, Arysta, Adama, Summit Agro, Agria, ABT, Agredo, Eftymiadis, KWS Seeds, KWS Agro Bulgaria, Euralis. This means that this elite relies on its joint activities with Viola AE, believes that the distribution institution is well acquainted with the local market and is able to protect the corporate interests of the companies, is capable of providing a fast track for their innovations in plant protection, genetics and plant nutrition. On the other hand, this means that “Viola-AE” has the opportunity to choose, to select a wide-format, multifunctional and representative portfolio, to define adequate pricing options.

The numerous presence of agricultural producers is a clear sign that this community relies on the loyalty, agronomic presence, dialogicity and creativity of “Viola-AE”.

“Viola-AE” is a vivid example of professional development. From a standard, ordinary trading company, it has turned into a recognizable and significant brand that generates a large-scale credit of trust, involvement and solidarity from its partners. Today the management of “Viola-AE” formulates policies, sends out signals, creates a high-quality environment for good agricultural practices, positions new horizons for sustainable and profitable production in an uncertain climatic environment and turbulent phytosanitary situation. In other words: “Viola-AE” is a significant company in the sector, competitive, in a leading position in the region.

The architect of the remarkable project – “Viola-AE”, is Dr. Elena Mancheva. This colorful lady and excellent specialist has brought together under one “roof” an emblematic team which, without a shadow of a doubt, will preserve and multiply what has been built. The feminine principle! Albena Vavova and Temenura Ivanova already have sufficient experience, drive, ideas and a rational behavioral model to manage this complex market mechanism. Their corporate philosophy includes the thesis that technologies have turned information from a scarce into an abundant resource. And this changes the rules of the game! “Viola-AE”, as always, continues to be in “the eye of the storm”, and its institutional commitment to participate actively in the transformation, modernization and intensification of Bulgarian agriculture is successfully embedded in the company strategy – to sell Quality!

The motivation of the Bulgarian company is to fulfill this mission. Albena and Temenura state: “All the wisdom and expert potential we possess today we invest in the continuous improvement of the quality of the comprehensive service that we offer to producers. And this is a kind of test of our belonging to modern agriculture.”