

# VIOLA AE: For 25 years we have been enhancing our conceptual model

*Author(s):* Емил Иванов

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*The Sliven-based trading company for pesticides, seeds and fertilizers celebrated its landmark anniversary. All partners and clients attended the ceremony, a signal that they appreciate the value of the recognizable brand, the leadership presence of the team in the transformation and modernization of agriculture in the region, its strong competitiveness, its toolkit for influencing market attitudes and expectations*

What is VIOLA AE today? It is a flawlessly functioning company. A team with high expertise in the matters of modern, creative, intensive, high-tech crop protection, the accurate selection of seed varieties and the rules for plant nutrition. Its high level of professional competence generates a large-scale resource of trust among its client audience. VIOLA AE is one of the few companies in Bulgaria whose composition of partners has been preserved. VIOLA AE currently employs 22 people, more than half of whom have 15 years of service in the company, and the others have been here since its establishment. This capital is a powerful engine for the

sustainable growth of the business, a motivation for defining avant-garde ideas, plans and concepts. The formula that works successfully. VIOLA AE has created a modern logistics base. The multifunctional agro center opened last year in the Rechitsa district has closed and optimized the cycle in the chain – decision, purchase, delivery.

Let us look in the other key direction. The partnership of VIOLA AE with suppliers of PPPs, seeds and fertilizers is a basic parameter for identifying new market niches and developing projects and models for market breakthroughs and business growth. VIOLA AE is a strategic partner of 14 foreign and Bulgarian agrochemical and seed companies whose presence on the domestic market is structurally defining. These are: Agria, ABT, Adama, Agropal, Arysta, Agredo, BASF, DuPont, Ekofol, Euralis, KWS, Summit Agro, Syngenta and Servis. This remarkable format is the choice of VIOLA AE, through which it achieves several strategic objectives in the conditions of an increasingly uncertain phytosanitary and climatic environment and the need for sustainable growth of agricultural production. On the one hand, global innovations in the agrochemical and seed industry are implemented with priority. Another advantage is the right to a wide choice, whereby the price-quality ratio is observed punctually. This cooperation also means that VIOLA AE always has advance and exclusive information. And whoever has information can set the direction and influence the agenda. The partnership of VIOLA AE with the leading companies on the Bulgarian market energizes agricultural producers, accelerates dynamics, creates in them the feeling that they are part of something large, of a motivating, transparent and sustainable corporate environment, built through targeted policies and initiatives. It is a fact that this numerous group of partners highly values the loyalty and integrity of VIOLA AE, and it is the end customers who benefit the most from this assessment!