

FMC: Partnership with the Future!

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The first annual meeting of the company's team with distributors and agricultural producers from around the country was held at the luxurious RIU Resort Hotel by the lake of the town of Pravets

The large attendance and the strong professional interest in this large-scale event were by no means accidental. FMC Agro Bulgaria, a subsidiary of the American agrochemical company FMC, is launching this year's commercial season with a new corporate market concept and a product portfolio aimed at significantly expanding its market presence and attaining leading positions in key segments of agricultural production in Bulgaria – crop protection and plant nutrition. In other words: FMC is positioning potential that opens up new horizons, plans perspectives with high energy, and builds upon basic components.

What are the grounds for FMC Agro to proclaim loudly this multi-purpose strategic project for the Bulgarian market, a market where many strong competitors meet, where competition is relentless and fierce... a market on which more than a few seemingly excellent initiatives have faded away... What are the motives and the instruments of FMC Agro to bring new dynamics to what is happening in Bulgarian agriculture, to send signals that the company is already an indispensable factor, that crop protection and plant nutrition bearing the FMC brand represent high-class innovation with a lasting vision for the future.

The professional audience received first-hand answers to these highly interesting questions. Dimitar Doichev, General Manager of FMC Agro Bulgaria, welcomed the participants in the company's first national event following the latest changes in the world of the agrochemical, seed and fertilizer industries. We are witnessing consolidation of companies on an unprecedented scale, Mr. Doichev emphasized. FMC is also taking part in these global seismic changes, often with surprising outcomes. On 1 November 2017, FMC (after already having acquired in 2015 the major Danish agrochemical company Cheminova) became the owner of a significant part of the business of DuPont Crop Protection. This step turned it into the fifth largest multinational crop protection company in the world.

Today, FMC owns numerous molecules, as well as the potential for developing new active ingredients. Thanks to its rich portfolio, patented technologies and many well-established products, the company is able to offer agricultural producers complete ranges of herbicides, insecticides and fungicides for achieving and maintaining a high health status of crops, as well as a valuable structure-defining portfolio of products for improving the nutritional regime of agricultural crops.

The goal is ambitious, Mr. Doichev added. FMC Agro's offerings continue to fit excellently into good agricultural practices in Bulgaria for obtaining high yields and quality production. They contribute to achieving sustainable production, meeting high expectations, added value, profit and investment capital under conditions of a variable climatic and phytosanitary environment.

Details from this exceptionally interesting meeting can be read in the journal "Plant Protection", Issue 2/2019.