

Summit Agro: the technology of growth!

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The company officially presented its commercial portfolio for 2017

This year's traditional meeting of the team of the trading company Summit Agro, led by Assoc. Prof. Dr. Miroslav Tityanov, with its partners – distributors from around the country, took place in January at the representative Metropolitan Hotel in Sofia. Participating in this important event in the company's business calendar were Mr. Włodzimierz Wleklik and Mr. Katsuma Suzuki, President and Vice President of Sumitomo Agro Europe, within whose structure Summit Agro operates as a key supplier of plant protection products, fertilizers and seeds on the Bulgarian market.

The two managing directors of Sumitomo Agro Europe thanked the team of Summit Agro and their partners for their loyalty, competence and professional work during the past commercial season. The results show that Summit Agro has completed another strong year. The strategic concept has been implemented in a convincing and brilliant manner. Summit Agro is an indispensable partner of Bulgarian agricultural producers. The long-term business project of Sumitomo Corporation – the largest Japanese trading company, of which Sumitomo Agro Europe (and respectively its subsidiary in Bulgaria, Summit Agro) is a part – includes as a priority the marketing of products of Japanese agrochemical companies. This orientation of the corporate policy is by no means accidental! Not least because the scientific and discovery potential of Japan is a fundamental basis for achieving an innovative boom. Mr. Wleklik gave an eloquent example on the subject. In the period 1999–2014, 149 new molecules (the main basis for the formulation of new plant protection products) were discovered worldwide, 45 of which are the work of scientists from Japanese companies. Since 2014 to date, 35 new molecules have been registered worldwide, 20 of which are of Japanese origin! This competitive advantage raises the level of plant protection, its intensification and the sustainability of agricultural production under conditions of an increasingly uncertain climatic and phytosanitary environment.

The General Manager of Summit Agro, Assoc. Prof. Dr. Miroslav Tityanov, on his part thanked the partner companies for their involvement and commitment. The growth of Summit Agro's business is following a sustainable trend. And this fact, in his view, is an indication of a large-scale technological breakthrough and of high expectations coming true. In the new season, he promised, Summit Agro will demonstrate new energy, a new horizon and an even higher class!

Assoc. Prof. Dr. Miroslav Tityanov and Ivan Mihov, Product Manager, presented to the competent audience – representatives of the partner distributor companies – the commercial portfolio of Summit Agro for 2017.

Read more details about the innovations in the commercial portfolio of Summit Agro for 2017 on the Bulgarian market in the journal "Plant Protection", issue 1, 2017.