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Successful technologies in corn with Bayer CropScience innovations

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On February 26, the Bayer CropScience team presented its high-tech herbicide portfolio for corn at a technical meeting with more than 300 leading producers of this agricultural crop from the country, held at the representative "Kalina Palace" hotel in Tryavna. The focus of this professional event was the positioning of the herbicide **Adengo**, which received official registration in 2014 for use in our country.

Part of the presentation of Adengo was a lecture by Stefan Bonisol, Corn Technical Manager at Bayer CropScience France. Also attending the meeting was Mr. Michael Munsee, Regional Manager of Bayer CropScience for Eastern Europe. He reaffirmed the corporate commitments and responsibilities of the German agrochemical company for the development of Bulgarian agriculture. Bulgaria is a target market for us, noted the distinguished guest. And the Bulgarian

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team of the company, an exceptionally competent staff, will continue to actively participate in the modernization of plant protection in the country. The investment capital of Bayer CropScience is innovation, and this is a key factor for guaranteeing the health status of plants in an uncertain climatic environment, emphasized Mr. Munsee in his speech.

Ralitsa Yanakieva, Manager of Bayer CropScience Bulgaria, stated that this is a very special meeting, attended by the professional elite in corn production in Bulgaria. In the new year, the company is starting very strongly on the Bulgarian market. The goals are high and ambitious – for Bayer's innovations to reach every Bulgarian agricultural producer quickly, emphasized Ms. Yanakieva. Corn is one of the strategic crops that will be at the center of particular attention in 2015, she predicted. True to our corporate philosophy of providing our partners with exclusive, precise, and accurate information about the products from our commercial portfolio, today we will present a kind of roadmap for the new product Adengo. It is already recognized in corn-growing Europe – France, Serbia, Romania, Russia, Ukraine, as a favorite in the group of soil-applied herbicides.

Details about the meeting in issue 3/2015