Растителна защита
електронно списание за растителна защита
семена, торове и земеделие
ISSN 2815-522X

# Summit Agro: We Start with Great Charge and New Energy!

*Автор(и):*
*Дата:* 06.03.2014 *Брой:* 3/2014

Assoc. Prof. Dr. Miroslav Tityanov welcomed the company's key partners - the heads of the commercial distribution firms in the country. He thanked them for the support and assistance, which proved very valuable for Summit Agro to make a large-scale market breakthrough last year. This powerful engine - the national distribution team, Assoc. Prof. Tityanov is confident, will help us in 2014 as well to generate growth at full turnover, to do something memorable!

The President of Sumi Agro Europe, Mr. Wlodek Wleklik, stated that it is an honor and a privilege for him to be part of this very special meeting with the highly authoritative audience, which actively participates in the positioning and realization of Summit Agro's commercial project. He declared his personal conviction and certainty about the desire, motivation, and high agronomic and commercial competencies of the Bulgarian Summit Agro team to increase the success rate index.

ISSN 2815-522X

The commercial strategy, according to the President's assessment, is very well defined and selected, it is super innovative and highly competitive. Mr. Wleklik was left with the impression that the new agricultural season in Bulgaria is loaded with high expectations and exciting challenges, and this means that the Summit Agro team will have a lot of work...

The big boss introduced those present to the organizational structure and commercial profile of Sumi Agro Europe, part of the multinational company Sumitomo Corporation. The headquarters is based in London, the strategic commercial interests are concentrated on the Old Continent, where subsidiaries operate in the individual countries. Part of the business is oriented towards South America. The annual commercial turnover exceeds 1 billion euros. The commercial doctrine of Sumi Agro Europe includes several locations. One of them is cooperation with the large Italian company Sipsam, which is extremely popular and has many market positions in the Benelux countries, England, and Spain. Sipsam sells products to Sumi Agro Europe, respectively Sumi Agro Europe sells products to Sipsam.

As part of the mega-company Sumitomo Corporation, Sumi Agro Europe has the privilege to work with the corporations from the group, possesses the rights to distribute their discoveries and innovations. Dynamics in the business of Sumi Agro Europe are also brought by the multi-factor partnership contacts with many Japanese firms from the agrochemical industry - Nippon Soda, ISK, Nissan Chemical, Nihon Nohyaku, Mitsui Chemical ... In this case, it is important to note that Sumi Agro Europe has its own department for creating new products. This exceptional plasticity of corporate engineering, the flexibility of partnership schemes, the smart and visionary solutions, the toolkit for innovation transfer change the environment in a constructive way and tangibly move things in the right direction. Sumi Agro Europe is a super successful model, a model with a cause - more global, more flexible, more committed, more profitable! Assoc. Prof. Tityanov and the product manager for fertilizers and seeds, Ivan Mihov, presented before the important audience the commercial portfolio of Summit Agro for the new season, including plant protection products, seeds, and fertilizers.

x x x

Last year, Summit Agro made a qualitative leap on the market in the country, which became an event for the agrochemical and seed business circles. The new strategic concept, implemented by Assoc. Prof. Tityanov, worked at high speed and launched the company's business into a new orbit. This is a project with committed supporters and like-minded people, a successful project that is being built upon this year. Today, Summit Agro is a comprehensive supplier of high-quality, original plant protection products, seeds, and fertilizers. The wide range of commercial partnerships allows for the formation of broad-spectrum portfolios, the inclusion of innovative solutions, creative proposals, and peak technological achievements in them. The highly professional distribution network, excellent logistics, and flexible price offers complement the commercial model of Summit Agro. The cause "TO BE THE BEST!" is gaining clear vision. Assoc. Prof. Tityanov is a successful manager, but regardless of this indisputable fact, on every occasion he clarifies that a manager's success does not depend only on the formula 90% hard work and

ISSN 2815-522X

10% luck, but also on how much he can build a strong team to work with. Because personal success is closely linked to the success of the team.

If we look more carefully at the people behind the successful brand, we will notice that they are high-ranking professionals with great expert potential. People with experience and knowledge, proactivity, communication skills, capable of creating ideas, thinking, and acting effectively and efficiently outside the standard frameworks. Hungry for new victories! /P3/