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

Apogee 91: A Springboard for Good Ideas!

Автор(и): Растителна защита
Дата: 04.04.2014 *Брой:* 4/2014

"We are facing an extremely dynamic agricultural season and we must prepare to manage the risks as successfully as possible." With these words, Ms. Antonina Karagyozova, co-manager of Apogee 91, opened the information forum at the Grand Hotel "Pomorie". The conference hall was attended by key agricultural producers from the region, clients of the Burgas-based distribution company. Present were the regional sales representatives of BASF, Bayer CropScience, DuPont, Pioneer, Limagrain, Timac Agro, as well as Assoc. Prof. Dr. Miroslav Tityanov, General Manager of Summit Agro, and Tatyana Mihaylova, Executive Director of Ecofol. The highlights of the presentations were the innovations and proposals for the various promotional packages.

Part of the successful corporate engineering of Apogee 91 are its well-defined commercial policies. Apogee 91 is not an ordinary distribution company. It provides the highest agronomic levels of service, guarantees the original quality of the supplied products – pesticides, seeds, and

ISSN 2815-522X

fertilizers, and offers technological solutions for achieving maximum value from the offered products. The key competencies of Apogee 91 in risk management and for maximizing the utilization of capital resources in the investment process propel its activity and actions into a new orbit. The experience, professional capacity, commitment, and identity generate new energy within the distribution institution. It is an indispensable part of the business, the link between farmers and the companies producing pesticides, seeds, and fertilizers.

The behavioral model of the distribution company Apogee 91 deserves attention. Its long-term strategy for successful business and the company's professional toolkit with maximum value agronomic qualities are entirely focused on assisting consumers. To be truly useful, to make things move in the right direction, state Antonina Karagyozova, Penka Ruseva, and Anushka Nazarova, the owners of Apogee 91, motivation and concentration are required. They add that the clear goal and the concept for its realization are key components of a good project. And that Apogee 91 is indeed a good project is beyond any doubt! For 23 years, these worthy ladies have shown that they can. They have shown that they know how to capitalize to the maximum extent on all the qualities, advantages, and possibilities of modern plant protection, plant breeding, and plant nutrition!