

Bayer: Together we achieve more!

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This year's winter information session of the company was organized at three locations – Pomorie, Varna-Golden Sands, and Pravets. The Bulgarian team of Bayer, the global leader in the crop protection products and seed business, presented to a numerous audience of leading agricultural producers and distributors from the country – partners of the company – its multi-factor, highly intensive product portfolio for 2019.

The team of the magazine "Plant Protection" covered the meeting in Pravets, which took place in the representative RIO RESORT hotel. The official host of this major event from the corporate working calendar, which brought together here the agricultural elite from Central Northern and Western Bulgaria, a key market for Bayer, was the regional manager Milen Milyov and his team: Radostina Dimitrova, Todor Moskov, Dimitar Todorov, Lyudmila Petrova, Deyan Veselichki and David Lalov.

The Bayer team presented the vision of its commercial strategy and its product portfolio for the 2019 spring campaign. What are the ideas, messages and signals of the company to the market?

One of the messages is emblematic – it is more than certain that this year Bayer will expand its presence on the Bulgarian market – with technological breakthroughs, innovative solutions, complex, high-value crop protection systems for plants, with DEKALB seeds – maize and rapeseed. According to Bayer's concept, every next season is the most important one! This is an indication that the company team is motivated and determined to continuously prove itself and uphold its leading positions.

The other signal from Bayer is that it possesses high-level expertise. Its manifestations are in many directions – professional competence, a sense for innovation, a high level of concentration, a growth strategy. In business, as in life, no one earns their living with dreams. To know, before undertaking something, is of primary importance. The quality crop protection and DEKALB seeds that Bayer offers to Bulgarian agriculture are neither a dream nor a luxury, they are a real necessity! And this key capital, this toolkit for managing risks and yield, is accessible to every farmer. Today every farmer can make, without fear of making a mistake, their informed choice.

Not terribly often, but sometimes everything is as simple as it seems. Bayer creates innovations, Bayer offers workable solutions. Bulgarian farmers need Bayer more and more. There are always high expectations towards Bayer! Bayer's slogan **"Together we achieve more"** carries a great charge. This togetherness gives birth to strength, accumulates energy, generates activities, changes the environment, and makes the common business more successful!

Read more about Bayer's crop protection products and DEKALB hybrids in issue 2/2019 of "Plant Protection" magazine.