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BASF multiplies its market success!

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The four winter technical meetings, held in January in Pravets, Plovdiv, Burgas, and Varna, focused the attention of nearly 1600 leading agricultural producers from the country. This is an indication that the trend for BASF to gather increasingly larger audiences has steady parameters and continues to gain momentum.

2015 is a very special year for BASF. It marks 150 years since the founding of the German conglomerate – the world's largest chemical company – and 10 years since the new beginning of its "Crop Protection" division in Bulgaria. At that time, BASF's corporate engineering recognized our country as a target market, considering the potential of Bulgarian agriculture, and inscribed it on its conceptual strategic map for its participation and commitments in the modernization and intensification of crop protection in Southeastern Europe.

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The profile of the remarkable decade is colorful, multicolored, marked by the emblematic sign of success. In action is an excellently structured project, led by Vanya Gorcheva, a remarkable manager with a strong leadership presence. This lady, with exceptional perseverance, love, dedication, and persistence, builds the success of BASF in Bulgaria. This is her personal cause and way of life! For seven consecutive years, BASF "Crop Protection" has been the leader of the pesticide market in our country. In each of the last four years, the company's market share has been 40%! The fungicide product portfolio has an impressive format, number, and creativity – 11 products across all strategic agricultural crops, with 6 of them in cereals! During this time, 30 new products have been positioned. And the implementation of the Clearfield technology in sunflower became a triumph of commercial acumen, foresight, and the entrepreneurial spirit of a team composed of people with strong professional backgrounds, creative impulse, and collective spirit. They do new things, create ideas, win market positions, multiply, and capitalize on their business success!

Details in issue No. 1/2015