

Balea Group "Aimed" at JAGD&HUND 2014

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The connection between agriculture, hunting, and fishing is ancient, strong, natural, and logical. Nature unites them; they are part of it, and it is part of them. And every encounter among them is a thrill, an extra dose of emotion, a turbulent experience. It generates empathy, magnetic attraction, solidarity, and unlocks new, positive energy.

JAGD&HUND in Dortmund, the largest and most panoramic European hunting and fishing exhibition, offers its guests and fans a great spectacle and unique impressions. The farmer, whether a hunter or angler or not, cannot possibly remain indifferent to this magical show, to this phenomenal and highly respectable large-scale attraction, to what they see and hear, to this captivating presence of greenery, to what is happening around them, to being part of a grand, authentic, innovative, and inimitable celebration.

The choice of Balea Group's corporate marketing to invite part of its client audience, which is not indifferent to the exhibition's theme in Dortmund, is by no means accidental!

It can safely be said that this choice is a bullseye; its profile carries a significant psychological charge – to replace part of the traditional practice of technical meetings – typically involving lectures, presentations, and demonstrations – with something different.

Balea Group, in its capacity as a market leader, positions in Dortmund yet another of its innovative ideas – a project for a new strategic approach in exclusive informational partnership – a change in dialogic interaction, a change in behavioral model and motivational impulse, encouraging the different and non-standard. Balea Group tests its new vision for creating an emotional connection with the brand, for the key role of the distribution institution. Balea Group is a company with a mission: it has the resources, capacity, capital, and will to change the market in a positive direction; it has a high degree of influence on all levels of the production-technological cycle in agriculture. It possesses the toolkit to accelerate the intensification of plant protection, crop nutrition, and selection on a national scale.