

Creativity diagnostics

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Belchim Crop Protection Bulgaria, part of the Belgian agrochemical company Belchim Crop Protection, celebrated its first anniversary – five years on the domestic pesticide market. During this short period, in the presence of strong competition, the small team of the company, led by Daniel Bozhanov, has been recognized by Bulgarian agricultural producers as a responsible partner whose product portfolio generates new energy, creates prospects, offers high-class technological tools for managing the risks from harmful pressure, for increasing the intensity of plant protection, for ensuring a high health status of the cultivated agricultural crops under conditions of ongoing climate changes and anomalies, and an uncertain, highly dynamic phytosanitary environment.

The celebration of the anniversary took place at the representative Premier Hotel in Sofia. The event was attended by Belchim partners – managers and specialists from the distribution companies in the country, Joris Beckers, First Secretary of the Embassy of Belgium in Bulgaria, Frédéric Charpentier, Director of Belchim for Europe, the Middle East and Africa, Alin Stana, Belchim Manager for Romania, Bulgaria and Moldova, and Dorin Pop, Marketing Manager of Belchim Crop Protection. Experts from the Bulgarian Food Safety Agency, “Plant Protection” Directorate, as well as lecturers from the Agricultural University in Plovdiv and the University of Forestry in Sofia were also present.