



## Sumi Agro Europe News Bulletin

01<sup>st</sup> January 2018

### *Sumi Agro Turkey will become member of Sumi Agro Europe Group*

Last year Sumi Agro Turkey (SAT) and Sumi Agro Europe (SAE) decided to start their co-operation for new development projects in order to realize synergies in common growth plans and strategies for both companies.

As the next step now SAT will become a full member of SAE Group started January 2018. This next step of further integration into SAE Group will create further synergies for both companies, not only restricted anymore to the development funding. Now the sales and marketing territory of SAE is enlarged to the big variety of Mediterranean cropping combined with its intensive technical knowledge and experience for this new market segment.

After the integration of SAT into SAE Group, SAE is now covering 24 countries through their own affiliates and joint venture companies. This consolidation will not only give SAE Group's Business Development Division a good chance to reposition SAT as a provider of a marketing and development platform for its Japanese manufacturers, but also expanded the territory for SAE activity for example in the distribution of innovative biological products (seipro line), which partly comes from a Spanish R & D company, in which SAE made recent investments.

SAT was established in 2012 by spinning out from Sumitomo Corporation Turkey. 70% of SAT's turnover comes from Japanese manufacturers (J-Makers) and overall market share for SAT is currently around 5%. Under the leadership of Mr. Irfan Arslan (President), SAT is now targeting to further accelerate sales growth with the existing portfolio as well as further expanding the new product development activity, based on their 'Solution And Trust' company philosophy.

SAE, London, January 2018