III Meeting of the Commercial Network Arysta LifeScience Iberia

In late January the third meeting of the first and Arysta LifeScience Iberia, sales network in Lisbon (Portugal), where in addition, the company presented for the first time in Portugal country was held. An event that brought together more than one hundred professionals from Spain and Portugal.

The conference was inaugurated by Javier Coronado, CEO of Arysta LifeScience Iberia, he presented this new phase of the company, highlighting data as its strongest position it has acquired Arysta on the market or its leadership in Europe in graminicides or biosolutions. In addition, he introduced the new sales representative in Portugal, Luis Filipe Fidalgo, which has been a few months working in the company.

Then it was the turn of Engª Barbara Ana Godinho de Oliveira, director of Serviços (Direção de Servicos de Meios de Defesa care) DGAV with a paper that detailed some aspects of marketing and distribution of plant protection products in Portugal.

Dr. Antonio Vicent Civera researcher Mycology, Plant Protection and Biotechnology IVIA (Valencian Institute of Agrarian Research) gave an interesting lecture under the title "Development Syllit flow for controlling brown spot of mandarins caused by Alternaria '.
Amelia Charter, registrar of Arysta LifeSciencie Iberia, addressed the current situation of plant protection records in Spain and Portugal and in particular clarified many doubts about the future of certain active substances.

The next presentation was given by Clara Narrillos, Director of Marketing and Development of Arysta LifeScience Iberia, which explained the new portfolio resulting from the integration of the companies that have become part of Arysta, and the new image of the products.

The last speaker was the marketing manager for Arysta LifeScience, José Buendía, who spoke about the marketing of new products in the portfolio, concluding thus the act.
After lunch following the morning papers, attendees enjoyed a tour of the historic center of Lisbon and tram stop in Belem to taste typical pastries.

Source: Arysta LifeScience Iberia