

UPL Iberia presents in Fruit Attraction a new way of doing OpenAg agriculture

[UPL Iberia](#) has chosen the largest fair of the fruit and vegetable sector in southern Europe, Fruit Attraction 2019 (Madrid, from October 22 to 24), to present its new corporate identity, in addition to the values ??that will mark the new stage that the company has just start after the integration of UPL and Arista LifeScience in a single entity, UPL, and that are included in the OpenAg or Open Agriculture concept.

An official presentation of the new UPL Iberia that will take place on Wednesday, October 23 at 12 noon, at the stand of the company Pavilion 10 Stand 10C13, and which will be attended by the general director of UPL Iberia and the Mediterranean area, Felix Lorente, the director of Marketing, Emilie Seguret, the Commercial Director and Third Companies, José Buendía, and the rest of the team from Spain and Portugal. Felix Lorente, general director of UPL Iberia and the Mediterranean area will hold a planned exhibition of the new strategic line of UPL, as well as an exhibition of the OpenAG concept. He will be accompanied by Emilie Seguret, director of Marketing, followed by an innovative show in line with his OpenAg concept and the new way of doing UPL agriculture at this stage that they are now starting.

You can follow all the activity of UPL Iberia in Fruit Attraction through Social Networks with the hashtag # UPLFA19.

What is OpenAG?

In order to face all the challenges of the new society, with a growing population, fewer resources and limited access, making more sustainable use of them, we can only do so through a new agricultural model, a new way of doing agriculture, where all the actors involved in the current agri-food production system are interrelated, from farmers to traders, from distribution chains to consumers.

All together with a new purpose, a purpose that UPL has called OpenAg. Through this concept, UPL is creating a network that will change the way in which the agrifood industry thinks and works. Open to all, to new ideas, new forms and new answers.

With OpenAg, not only will they change the game, but we will generate a much deeper impact on society, where agriculture is properly valued, our food comes from sustainable production systems and farmers grow and prosper.

- OpenSolutions We want to solve farmers' problems with a complete offer of sustainable solutions that range from seed to post harvest.
- OpenAccess Create a network with our partners to access all farmers anywhere in the world.
- OpenManufacturing Have a secure supply and a competitive offer thanks to our own manufacturing and strong relationships with suppliers.
- OpenInnovation Promote collaborative innovation to study and resolve continuously and quickly the current and future needs of our customers.
- OpenHearts We want everyone to join us with the sole purpose of driving positive change in the lives of our farmers and the communities where they are located.