



## Introduction

- \* The first step in agribusiness in 1993 by Hassan Tawfic Swaid (Chairman of the Board of Directors).
- \* Regional agribusiness companies with headquarter in Amman – Jordan. It is represented and has strong market share in MENA region, mainly Saudi Arabia, Egypt, Kuwait, Lebanon, Syria, Iran, and Algeria with potential to include more markets soon. Total turn over for the group around 100 million \$.

Working in different agriculture business:

- 1- fertilizers and PGR's factories.
- 2- Veterinary company.
- 3- CP factory under construction.

- \* In Jordan there are more than 10 companies working in different agricultural business.
- \* AGAPS company was founded in 1995 in Jordan.
- \* One of leaders companies in Jordan market. Have a good market share.
- \* Strong social relationships with growers, retailers and nurseries; Partnership with 3 nurseries.

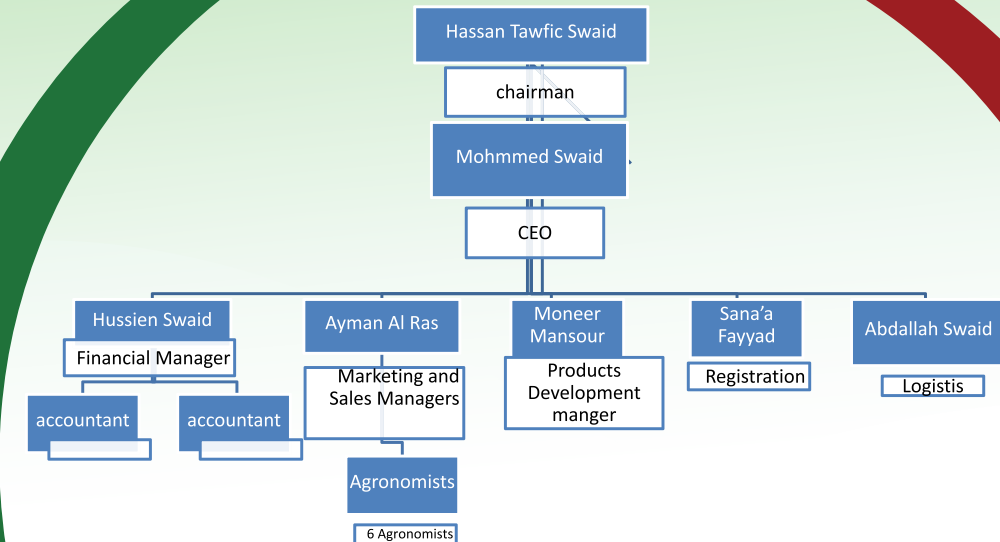


## Solid financial position

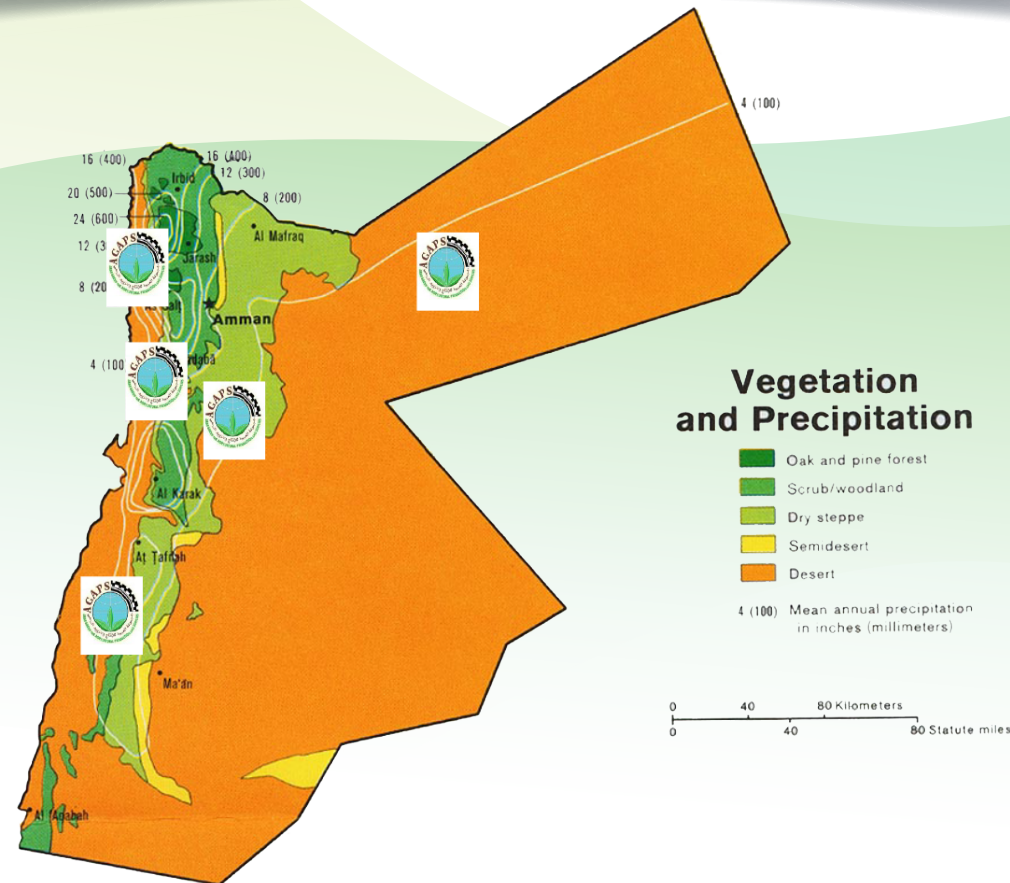
- \* Total turnover about 5 million USD.
- \* Able to develop with different products.
- \* Ability to credit our customers for long term
- \* Managing money collection effectively
- \* Good market coverage with ability to create pull activities at different levels

## AGAPS team is characterized as

- \* Excellent marketing knowledge.
- \* Long standing experience.
- \* Practical implementation of innovative ideas in the agricultural field.
- \* Mix between young and experts



## Jordan Market Coverage AGAPS Network



## Point of Sales – Closer to Market



Main Central Outlet



Al-Safi Branch



Al-Furat Nursery



Al-Mafraq Branch

- \* Other 2 branches are in Jordan Valley and one in Mafraq.
- \* Easy to deliver products to our customers.
- \* Support the retailers , nurseries and customers (growers) through giving advice and solutions
- \* Location where our agronomists use as point of meeting

# AGAPS SWOT ANALYSIS

## STRENGTHS

- \* PIONEER IN PGRs AND STEMULANTS.
- \* HAVE A GOOD MARKET SHARE IN SEEDS.
- \* LEADERS IN PLANT NUTRITION TECHNIQUES
- \* ABILITY TO MEET MARKET DEMANDS
- \* MOTIVATED MARKETING TEAM

## Opportunities

- \* MARKET POTENTIAL & OUR STRONG FINACIAL AND NETWORK POSITION
- \* GROWERS LOOKING FOR GOOD QAULITY WITH PROFITABLE PRICE FOR PESTICIDES.
- \* POTENTIAL TO ENLAGRE OUR WORK WITH PESTICIDES ; NEED SUPPLIER WITH WIDE PORTFOLIO.

## Weaknesses

- \* DEALING WITH OLD ACTIVE INGREDIENTS.
- \* FOCUSING IN SEEDS LAST FIVE YEARS.
- \* LACK PORTOFOLIO FROM UPL.

## Threats

- \* AGGRESSIIVE COMPETITION
- \* CLIMATE CHANGE & DROUGHT
- \* POLITICAL SITUATION AND CRISIS WHICH HAVE A NEGATIVE EFFECT ON EXPORT MARKET.

# AGAPS Suppliers

- \* Seed: Syngenta Company
- \* PGR & Stimulants Portfolio
  - \* Futureco Bioscience – Spain
  - \* Agrology Products - Spain
  - \* Arab Group for Agriculture Industries – Jordan
- \* Fertilizers Portfolio
- \* Mugaviro – Italy, Zyntics – Spain, SQM – Belgium, AL-MADA-Jordan

# Pesticides

- \* UPL
- \* Arysta (later AGRIPHAR S.A – Belgium) as official distributor.
- \* Hektas – Turkey,
- \* Agrodragon – China.
- \* Cromandel – India.
- \* Forward – Tiwan.

## REGISTRATION FROM UPL COMPANY

TRADE NAME	COMMON NAME	CONC.% & FORMULATION TYPE	PESTICIDES TYPE	STATUS
Saaf	Carbendazim+ Mancozeb	(12+63 %) WP	Fungicides	BANDED
Uthain	Mancozeb	80% WP	Fungicides	UNDER RENEWAL REGISTRATIO N PROCESS
Unilax	Metalaxyl 8% + Mancozeb 24%	(8%+64%) WP	Fungicides	REGISTERED