

Provide an innovative solution for agriculture development

为发展农业提供一个创新的解决方案

Interview with Ms. Karina Kuzmak, TIMAC AGRO Global CEO, and Mr. Quentin Porro, Director of China, TIMAC AGRO

访蒂马农业公司全球首席执行官 Karina Kuzmak 女士、蒂马农业公司中国区总监 Quentin Porro 先生

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中国是世界上最大的化肥消费国和生产国，年均化肥使用量增长 2.8%，2013 年的使用量达到 5900 万吨。在新中国建国 70 周年和中法建交 55 周年之际，就中国农业发展问题，本刊记者采访了法国蒂马农业公司全球首席执行官 Karina Kuzmak 女士和蒂马农业公司中国区总监 Quentin Porro 先生。

凭借在植物营养、动物营养和食品工业 60 年的经验，法国虎立业集团 (Group Roullier) (集团共有 94 个生产单位遍布全球、产品销往 122 个国家、总收入 25 亿欧元) 可以依靠其卓越的工业与技术、独特的销售模式及其持续创新的政策，以应对未来的农业挑战。法国蒂马农业公司 (TIMAC AGRO) 作为虎立业集团的主要子公司，一直致力于持续创新、提供农业和技术解决方案、以保障环境可持续发展的方式提高农业生产。

Quentin Porro 先生介绍说，蒂马农业公司的发展经历始于 1959 年的圣马洛市 (Saint-Malo)，当时 Daniel Roullier 先生买下了一处石灰质藻类矿床，为农业改良带来了新的潜力。他是一个有远见的企业家，他率先提出一个创新想法：制造一个研磨装置对这种天然钙进行加工，使其更容易被法国布列塔尼地区的酸性土壤吸收。在此之后，蒂马农业公司应运而生。他对农业世界的热情和完成农业发展的渴望使他很快开始研究其它类型的土壤和农作物。1970 年，蒂马农业公司在植物营养方面迈出了第一步，这主要归功于源自海洋的钙、磷酸盐和钾肥的新产品。不久之后，公司于 1975 年将其在原材料和农业领域的专业知识投入到动物营养服务的开发。在其 60 年的发展历史中，蒂马农业公司一直严守其独特的发展价值观；我们的持续增长正得益于我们在全球范围内的共同创新和合作能力。



Mr. Quentin Porro, Director of China, TIMAC AGRO
蒂马农业公司中国区总监 Quentin Porro 先生

时至今日，蒂马农业公司拥有一个由 2400 名技术销售代表组成的商业网络，每日可覆盖包括 39 个国家的 2 万名农户，旨在成为全球经销商和农民经济增长的主要合作伙伴。蒂马旗下的 74 个生产单位分布在世界各地，以便对全球市场有最全面的了解，并深入了解客户的需求。蒂马农业公司的大部分产品销往欧洲、非洲和南美市场，并在巴西拥有强大的市场份额。企业自 2014 年进入中国市场，目前公司总部设在山东省青岛市，为中国 11 个省的农民提供解决方案和专业知识。

Quentin Porro 先生曾就读于巴黎第十二大学 (巴黎东大学)，随后在上海外国语大学 (SISU) 获得一年的交换生学习奖学金；他在法国英赛克高等商学院获得国际商务发展硕士学位，并在利比里亚工作了三年，由此有机会于 2016 年加入蒂马农业公司的中国团队并担任华北区总监。2018 年，他被正式晋升为蒂马农业公司的中国区总监。他表示：“作为一家动植物营养专业公司，我们为中国市场提供量身定制的产品和高附加值技术。我们的目标不是在中国化肥市场占据最高市场份额，而是让经销商和农民认可我们在农业和技术方面的专业知识。”

2015 年，中国农业部发布了《到 2020 年化肥使用量零增长行动方案》。通过在中国不断投资研发、促进高端先进的施肥技术，如高附加值复合肥料维德 (D-CODER) 和高质量的土壤调理剂回地力 (PHYSIOLITH)，蒂马农业公司中国区希望加入此计划并与地方政府、农业机构和业务合作伙伴密切合作，以支持这个伟大的计划并达到或超越预期目标。



蒂马农业公司利用自己的知识和专长，帮助控制土壤污染，为农民带来更多的利益，提供更高的产量和增加农民的收入，同时保持可持续的长期农业发展。这是一个与当地商业合作伙伴和中国农民实现“双赢”的局面。蒂马农业公司已经开发并将继续在虎立业集团全球研发中心开发更多的肥料解决方案，特别是适合中国土壤和农作物的高附加值解决方案。

蒂马农业公司全球首席执行官 Karina Kuzmak 女士表示：“虎立业集团全球研发中心让我们能够开发独特的、高附加值的解决方案，有效地解决中国农民面临的农业问题。由于我们在农业领域拥有众多进行实地拜访的销售代表，我们的研究人员和工程师才能够开发出适合中国各地不同类型土壤和农作物的技术解决方案。这些技术能够应对中国农业政策所面临的挑战：通过可持续发展的方式提供高效的营养，实现最大的效益。”

Karina Kuzmak 女士介绍说，蒂马农业公司的解决方案不仅关注植物本身，同时也关注植物生长的环境。对不同问题提供不同的解决方案，并提供专家建议。如果施肥管理不当，农作物对养分的吸收效率将受到限制 (下降至 10%~50%)。从农艺、经济和环境的角度来看，对农民而言，这就是使用优质产品进行良好施肥的重要原因。

土壤调理剂回地力 (Physiolith) 是其中一个解决方案。这是一种以石灰石为主的土壤调理剂，采用海洋石灰石加工而成。它是一种源于海洋的原料，由海洋贝壳研磨而成。这种原料具有独特的理



化性质。它具有晶体结构、有效表面积大、具有高孔隙率，能够更快地与环境产生相互作用。此产品可改善土壤的结构和稳定性，永久性地调节土壤的 pH 值，对土壤的微生物生存产生积极的影响。此外，回地力也与源自特定藻类提取物的欧洲专利技术相联系，具有特殊的效果，有助于提高农作物产量。

维德 (D-CODER) 复合肥是蒂马农业公司提出的另一个创新解决方案。此产品基于土壤、肥料和植物之间的相互作用。该产品是由蒂马农业公司研究人员和西班牙纳瓦拉大学合作开发。研究人员已经注意到大量的肥料在施用过程中挥发或淋失，并对水质和土壤产生负面影响。维德复合肥针对植物的需要进行相应的调整。事实上，该产品可以在肥料中提供非常高效的养分 (氮、磷、钾)，同时刺激植物的活性和生长。

如今，蒂马农业公司与中国的 19 家经销商和 185 家销售店合作，共同迎接挑战并走向成功。面对当前的中国农业市场，蒂马农业公司深知其中存在诸多挑战，并充分重视中国政府《到 2020 年农药使用量零增长行动方案》的目标。



她说：“我们的目标是加强与当地合作伙伴的商业关系，通过分享蒂马农业公司在法国和中国农业领域的专门知识和经验，促进共同繁荣的发展计划，以创造更好的商业和农业成果。如果没有经验丰富的当地技术销售代表 (大客户经理) 提供支持，我们将无法实现这些成果。”

最后，Porro 先生表示：“对于蒂马农业公司中国区的发展，我们认为：作为一家愿意在中国建立长期发展的外资企业，我们首先必须聚集高素质的本地人才，为他们提供全面的产品培训、使其充分了解本公司的文化。这也将有助于蒂马农业公司了解当地的挑战和中国市场的主要特点。然后，蒂马农业公司应适应当地的条件，同时坚持本公司的指导方针，确保在法国及国际市场上取得持续的成功。”

China, the world's largest consumer and producer of fertilizers, observes on average an annual dose increase of 2.8%, which reached a total 59 million tons in 2013. At the 70th anniversary of China and the 55th anniversary of establishment of diplomatic ties between China and France, the journalist interviewed Ms. Karina Kuzmak, global CEO of TIMAC AGRO, and Mr. Quentin Porro, Director of China, TIMAC AGRO.

With 60 years of experience in Plant Nutrition, Animal Nutrition and the Food Industry, the Groupe Roullier (2,5 € billions of total revenue, products sold in 122 countries and 94 production units worldwide) can rely on its industrial and technical excellence, its unique sales model and its policy of sustained innovation to respond to the agricultural challenges of tomorrow. As the main subsidiary of the Groupe Roullier, TIMAC AGRO has been constantly innovating to offer agronomic and technical solutions that improve agricultural performance in an environmentally friendly way.

Mr. Quentin Porro says: the adventure of TIMAC AGRO started in Saint-Malo in 1959, when Daniel Roullier purchased a deposit of calcareous seaweeds, which brought new potential to agricultural amendments. Visionary and entrepreneur at heart, he was the first to have the idea to create a grinding unit to make this natural calcium much more absorbable by the acid soils of the Brittany region (France). Following this, the company TIMAC AGRO was born. His enthusiasm for the agricultural world and his desire to accomplish his evolutions led him very quickly to explore other types of soils and crops. In 1970, TIMAC AGRO marked its first steps in plant nutrition, thanks to new products based on marine calcium, phosphate and potash. Then in 1975, the company invested its expertise in raw materials and the knowledge of the agricultural world into the development of animal nutrition services. Throughout its 60 year history of development, TIMAC AGRO has been evolving within the framework of its own unique values; our continued growth comes as a direct result of our capacity to work across borders.



Today TIMAC AGRO has a commercial network of 2400 technical sales representatives who visit 20 000 farmers every day in 39 countries, with the aim of being the main partner for the economic growth of distributors and farmers the world over. Their 74 production units are located all over the world in order to have an optimal knowledge of global markets and the proximity necessary to an understanding of the needs of customers. Much of TIMAC AGRO's sales are in the European,



African and South American markets with a strong presence in Brazil. Since 2014, the company has entered the Chinese market, and today, its headquarters is based in Qingdao, Shandong Province, to bring solutions and expertise to Chinese farmers over 11 provinces of the country.

After one-year student exchange scholarship at the Shanghai International Studies University (SISU) thanks to the UPEC University (Paris), with a Master2 in International Business Development at INSEEC Business School, and worked three years in Liberia, Mr. Quentin Porro had the opportunity to join Timac Agro China Team in 2016 as North Zone Director. In 2018, he was officially promoted as Director China for TIMAC AGRO. He says: "As a specialist in plant and animal nutrition, we offer tailor-made solutions and high added-value technologies for the Chinese market. Our aim is not to be in a dominant position on the fertilizer solutions Chinese market, but to be recognized for our agronomic and technical expertise by distributors and farmers."

In 2015, China's Ministry of Agriculture introduced the "zero growth in the use of chemical fertilizer and pesticides by 2020". By continuously investing in R&D, by promoting premium advanced fertilization technologies in China - such as high added-value Formulated Chemical Fertilizer (D-CODER) & High quality soil conditioner (PHYSIOLITH) -TIMAC AGRO China, is willing to join forces and work closely with local government, agricultural institutions and business partners to support this

great initiative and go beyond expectations.

TIMAC AGRO contributes with its knowledge and expertise to help control soil pollution and bring more benefits to farmers, providing better yields and increasing farmer's incomes while keeping sustainable long-term agricultural development. It is a vision of «win-win» together with local business partners, and with Chinese farmers. TIMAC AGRO has developed and will continue to develop fertilizer solutions in the World Roullier Innovation Center, especially the solutions with very high added-value adapted to Chinese soils and crops.

Ms. Karina Kuzmak, TIMAC AGRO Global CEO: «The Roullier Global Innovation Center allows us to develop unique and high added-value solutions, effectively addressing the agronomic issues faced by Chinese farmers. It is thanks to our representatives in the field that our researchers and engineers are able to develop our technological solutions adapted to the different types of soils and cultures of the Chinese territory. These technologies are able to respond to the challenges of Chinese agricultural policy: provide efficient nutrition for maximum profitability (optimizing yields and quality) in a sustainable way.»

Ms. Karina Kuzmak says: TIMAC AGRO solutions not only focus on the plant itself but also on the environment in which it grows. For each problem, a solution is adapted and is recommended by its experts. If fertilization is not managed correctly, the nutrient uptake efficiency by crops will be limited (10% to 50%). This is why it is important for the farmer to practice good fertilization with good products, from an agronomic, economic and environmental point of view.

Physiolith is one of these solutions. It is a limestone amendment, which is produced from marine limestone. It is a raw material from marine origin resulting from the grinding of marine shell. The physicochemical properties of this raw material are unique. It has a crystalline structure, a large real surface that allows faster interactions with its environment and a high porosity. It improves the structure and stability of the soil, corrects the pH permanently and influences the microbial life of the soil positively. And Physiolith is also associated with European patented technology derived from specific algae extract, with special effects to help provide better crop performance.

The D-CODER is another innovative solution presented by TIMAC AGRO. It's based on the interaction between the soil, the fertilizer and the plant. This product was created thanks to the collaboration of TIMAC AGRO researchers and the University of

Navarre in Spain. Researchers have noted that many excess fertilizer units are leached or volatilized, and have a negative impact on water and soil. D-CODER presents a response adapted to the needs of the plant. Indeed, this product could provide very high efficiency nutrients (nitrogen, phosphorus and potash) in the fertilizer, and stimulate the activity of plants and their growth.

Today, TIMAC AGRO is now in cooperation with 19 distributors and 185 shops in China, to meet the challenges and to be successful together. Facing the Chinese agricultural market today, TIMAC AGRO understands that there are many challenges, and fully respects the Chinese government's objective of "zero increase in the use of pesticides and fertilizers by 2020".

The objectives are to strengthen commercial relations with local partners, to promote a mutually prosperous development plan by sharing TIMAC AGRO expertise and experience of French and Chinese know-how in the agricultural sector in order to create better commercial and agricultural results. These results won't be achieved without the support of well-trained local Technical Sales Representatives (Key Account Manager), she says.

At last, Mr. Porro says: At TIMAC AGRO (China), we believe that as a foreign company willing to establish a long-term development in China, we must first gather highly qualified local talent, provide them with extensive training on their products and a deep understanding of the company's culture. This will also help TIMAC AGRO to understand the local challenges and the special characteristics of the Chinese market. Then, TIMAC AGRO should adapt to the local conditions while keeping the company's own guidelines, which have built and will continue to build its success both in France and internationally.

