

PRESS CLIPPING SHEET

PUBLICATION:	Business Today
DATE:	August-19
COUNTRY:	Egypt
CIRCULATION:	10,000
TITLE:	Bayer, The Agricultural Pesticides Committee Of Egypt – Ministry Of Agriculture And Land Reclamation Sign Letter Of Intent (LOI)
PAGE:	65
ARTICLE TYPE:	Agency Generated News
REPORTER:	Staff Report
AVE:	2,500

PRESS CLIPPING SHEET

Bayer, The Agricultural Pesticides Committee Of Egypt – Ministry Of Agriculture And Land Reclamation Sign Letter Of Intent (LOI)

In the face of a changing climate, limited natural resources and a growing population, there has never been a greater need for innovation and collaboration in agriculture.

Every field, crop, and farmer is different; each with their own needs, challenges, and goals. At Bayer, we aim to empower farmers to achieve their best harvest each growing season and foster sustainable, reliable growth for their businesses and communities. Like farmers, we think in generations. We work to ensure bountiful harvests today and to leave the planet and our communities in better shape for our children and the generations to come.

With the intent to foster collaboration on various topics, Bayer Middle East and the Agricultural Pesticides committee of Egypt, with the full endorsement of His Excellency Dr. Ezz el-Din Abu-Steit, Minister of Agriculture and Land Reclamation, Bayer signed a Letter of Intent (LOI) with Agricultural Pesticides Committee (APC).

The LOI marks a key milestone in the relationship between the APC and Bayer. The objective of the LOI is to help improve the collaboration and increase commitment in different important areas for the Egyptian agriculture, such as strengthening existing product stewardship measures, increasing the awareness for safe use of pesticides, sharing expertise around regulatory developments, partnering to create and implement training programs on integrated crop management in Egypt and cooperating with the APC in the area of anti-counterfeit activities in Egypt.

The LOI was signed today by His Excellency Dr. Ezz el-Din Abu-Steit, Minister of Agriculture and Land Reclamation and Eng. Waleed Abdel Aziz, Manager of the Bayer AG Representative office in Egypt, at the Ministry for Agriculture and Land Reclamation in the attendance of members of the Agricultural Pesticides Committee and members of the Bayer management in the Middle East, as well as local media representatives.

"Our industry-leading innovation engine builds on a unique combination of seeds and traits, crop protection and digital tools. We offer farmers' best solutions to reflect the specific needs of their farms, crops and soil, all while preserving their sustainability," said Björn Hardt, Country Division Head Crop Science Eastern Mediterranean.

