

Exclusive Interview with Mr. Motti Levin, CEO, Haifa Group

NAH中文版

February 26th, on the occasion of Launching ceremony of Haifa(Beijing) Trading Company, New Ag International had an exclusive interview with Mr. Motti Levin, CEO of Haifa Group, about the group, China market and the Agriculture in Israel.



When talking the leading position of Israel in the global agriculture industry, the words from Mr. Levin were even more impressive, "We are short of water in Israel, we cherish each drop of water, so drip irrigation was invented; we are short of resources in Israel, we cherish every piece of mineral, so we continue pursuing the more advanced process to manufacture the higher quality products, to make the best use of each piece of resources" Curious on more inspiring contents? Here is the whole interview. Good reading!

1. From the establishment in 1966 till now, Haifa Group has been ranking the leading position in the crop nutrition industry, including potassium nitrate. In your opinion, what is the secret of success of Haifa?

PIONIRING is a base value for the Haifa Group. Since the day it was established, innovative content has put the company, again and again, on the global forefront of progress and development in the fertilizers field. Haifa was the first company in the global market to present potassium nitrate as fertilizer in agriculture. Haifa developed the technology of Fertigation and was among the first to introduce controlled release fertilizers in the open field. The company was a pioneer in presenting the benefits of soluble fertilizers in a large variety of target crops and Haifa was even the pioneer in introducing this product line to China, more than 25 years ago.

2. At present, potassium nitrate, water soluble fertilizers (WSF), granular NPK, control-released fertilizers (CRF), biostimulants, and chelated micronutrients forms the portfolio of Haifa products. Among all of these products, what would be the focus in R&D and marketing & sales in the future years? Is there any possibility that CRF, biostimulants, and chelated micronutrients would take over the potassium nitrate and WSF, to become the major products of Haifa? Haifa is a leading company in solutions for the advanced agriculture sector in the field of plant nutrition. Potassium nitrate is an important and unique product in the field of plant nutrition and is an important element in all solutions presented by the company to farmers. Some of the product lines, such as micro-elements and bio-simulators, are integrated with the company's soluble fertilizers. Haifa's philosophy is to provide a wide range of solutions, including different lines and products complementing each other. This is the reason why we do not see one segment of activity pushing out another segment. Haifa's solution is holistic and integrated.

3. Haifa Group is famous for the excellent performance and stable quality of the products in the market. But it is seldom to see the news about Haifa's acquisition of other fertilizer manufacturers or research institutes. So, in the near future, regarding to R&D and manufacturing, Haifa would more depend on its own organic growth, or would turn to the acquisition of other leading players in some segment markets to achieve the rapid development in R&D and production?

Haifa continues with development and innovation in products, services and technology. The company plans to continue to grow organically, but is open to adopting technologies or products with added value. Haifa is a globally leading brand and therefore there is a lot of interest around the company's products and activities. This is reflected in a long list of inquiries from external developers and entrepreneurs, who identify Haifa as a professional, distributional and financial platform that can help their ideas reach commercial maturity. Haifa's innovation team deals with the sorting of ideas and we do not hesitate to invest in external developments, provided that they meet the company's values and complement the Haifa Group's product and services portfolio.

4. As the CEO of a global company, you would have the chance to deal with different kind and level of traders in many countries. From your experience, for all of them, facing all kinds of likewise products from different suppliers, what should be their best approach to do the best screening? I am a great believer in a long-term business partnership based on understanding customer needs in as wide a range as possible. Not only price, not only product quality, not only availability and continuity of supply, but all the elements together, under one roof. In Haifa we call it FARMER'S MIND and this is one of our three basic values. If I am a distributor or a grower, I will look for the supplier who will know how to give me a combination of a fair price, a quality product and an available one. On the face of it, this is a simple formula, but its implementation is not trivial, and therefore not many manufacturers are able to break through and produce a leading global brand in the field of specialty fertilizers. Haifa operates in more than 100 countries throughout the world and serves the distributors and farmers in different regions, cultures and languages and under different needs. Haifa is attentive to the various needs and adapts relevant solutions, and therefore Haifa embodies value for farmers, and therefore also for the various distributors. The company's products are relevant to farmers and are being sold to farmers as first priority. Working relations with distributors are carried out on the basis of long-term cooperation over many years and based on mutual trust and fair and reciprocal relations. At the launching conference of the new commercial company Haifa Beijing, I was honored to personally meet distributors who have been working with us for decades, and for us they are a part of the Haifa family. There is no greater happiness than this and for me this is another opportunity to thank them for their trust and partnership.

5. Which country rank top 1 on the sales of Haifa Group? Do you have any expectation on Asia market, in particular China market?

The company originates in Israel and we are proud of the hard work invested by the company's founders when their vision was to create advanced agriculture where it was considered impossible. A combination of pioneering and innovation. Since then, the main activity of Haifa is in Europe and this is due to historical reasons, relative proximity to the market and correspondence with the mix of crops on the continent. At the same time, Haifa is developing its activities in North and South America and in Asia. In Asia, Haifa opened a regional subsidiary in Thailand as well as two additional subsidiaries in Australia and recently upgraded the status of the commercial representation in China after 25 years to a commercial company.

During the many years we have been working in China, we have seen the tremendous development of Chinese agriculture, and the pioneering and innovation invested in it. These are the values from which Haifa grew in Israel, and therefore the potential for strengthening the relationship I anticipate with Chinese agriculture is very significant.

6. In the last 25 years, Haifa has achieved the outstanding reputation in the whole China market. But considering the vast territory of China, we are wondering if Haifa has any key regional markets, or key crops markets in China?

Haifa was indeed a pioneer in introducing the company's products in China 25 years ago. The company is upgrading the level of service it provides in the country in order to improve product availability and share the vast knowledge it has accumulated with the growers in China. The Company has authorized distributors in the major provinces. As noted, Haifa's presence and products will be expected to improve greatly in the near future.

7. Congratulations on the establishment of Haifa China! To the Chinese distributor partners and end-users, what kind of changes Haifa China would bring? And which aspects would be as before?

Haifa has introduced quality products, innovation and vision in the development of products in a wide range of relevant target crops. Haifa will continue to do so and will even increase the display of its new and high quality products. In addition, Haifa improves the availability of products and the possibility of selling from inventory in the country. Haifa will increase its professional service and enable knowledge availability with the aim of exposing the growers to advanced options in the field of plant nutrition. At the same time, we are pleased to announce the Nutrimet, a fertilizer design software for greenhouses and open spaces, which Haifa developed and launched earlier this year. The software will also be available in the Chinese version in the coming weeks. The software enables the grower to plan detailed fertilization at the nutrient and fertilizer level available in the country. This is unique software developed by the agronomists of Haifa for the benefit of all the growers in the world as part of the service of sharing knowledge which is an important value in the company.



NEW AG INTERNATIONAL

农资行业不一样的精英商业阅读

广告、新闻、会议: naichina@126.com

New Ag International 第三届中国区会议

四月/2019. 09.23-25

微信: newaginternational