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Jiangsu Heben gains Brazilian nod for Difenoconazole, boosting Triazole Fungicide strategy

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Jiangsu Heben Biochem Co. Ltd. has secured self-owned registration for its Difenoconazole Technical in Brazil, marking a significant expansion of its regulatory and commercial presence in one of the worldâ??s most strategically important agrochemical markets. The approval, granted by Brazilâ??s Ministry of Agriculture, Livestock and Supply (MAPA), carries registration number TC12626 under the trade name *Difenoconazole TÃ©cnico Heben*, and further consolidates the companyâ??s position in the global triazole fungicide segment.

The development comes on the heels of the companyâ??s earlier achievement of EU equivalence registration for the same product, signalling a steady and deliberate expansion of regulatory acceptance across major agricultural economies. For Heben, this Brazilian clearance is not merely an administrative milestone but a strategic entry point into a market where fungal disease controlâ??particularly in soybean, coffee, and fruit cultivationâ??constitutes a critical agronomic priority.

Difenoconazole, a leading triazole fungicide with global peak annual sales exceeding US$1.2 billion, plays a central role in controlling a wide spectrum of crop diseases, including Asian soybean rust, which remains one of the most economically damaging threats in Brazilian agriculture. The registration therefore positions Heben within a highly competitive yet structurally essential segment of Brazilâ??s agri-inputs ecosystem.

The company has, over the past two decades, developed a deep and technically integrated capability in difenoconazole manufacturing, supported by process optimisation and upstream raw material integration. By leveraging self-produced m-dichlorobenzene as a key intermediate, Heben has progressively extended its value chain into multiple triazole fungicides,

including difenoconazole and propiconazole. This vertical integration, the company asserts, has enabled it to build a cost-efficient and structurally resilient production architecture spanning intermediates to finished technicals.

Beyond difenoconazole, Heben has systematically expanded its global registration portfolio across multiple active ingredients and geographies. These include hexythiazox, propamocarb hydrochloride, clomazone, metalaxyl-M, and propiconazole technical registrations in the European Union, alongside propiconazole formulations in Australia. The companyâ??s broader product basket further extends into a wide range of herbicides, insecticides, and fungicides, including pyraclostrobin, indoxacarb, oxyfluorfen, bromoxynil derivatives, and organotin compounds, reflecting a diversified agrochemical portfolio aimed at multiple crop protection segments.

Founded in 2007 and headquartered in the Rudong Yangkou Chemical Industrial Park in Nantong, Jiangsu Province, Jiangsu Heben operates as part of the broader Heben Group, which maintains production bases across Zhejiang, Jiangsu, and Sichuan. The company has positioned itself as a vertically integrated agrochemical manufacturer with an emphasis on cost control, regulatory expansion, and long-term supply relationships with multinational agrochemical players.

With the Brazilian registration now secured, Hebenâ??s trajectory underscores a broader trend in global agrochemicalsâ??where regulatory capability, integrated manufacturing, and multi-jurisdictional approvals increasingly define competitive advantage. In this evolving landscape, the companyâ??s latest milestone represents both consolidation and ambition: consolidation of its technical credibility, and ambition in its pursuit of deeper penetration into high-value international markets.