



KingAgroot unveils 4 patented herbicides at Agrilink Philippines

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Agrilink Philippines provides a platform for KingAgroot to introduce four internally discovered herbicide molecules to regional distributors, agronomists and growers



Chinese crop protection company KingAgroot CropScience will showcase four patented herbicide molecules at Agrilink Philippines in Manila next month, using the regional trade platform to expand the commercial visibility of its proprietary discovery pipeline across Southeast Asia.

The company will present Flusulfenam (FSM), Fluchloraminopyr (FCA), Flufenoximacil (FFO) and Isoflualanam (IFA) at Booth A269 during Agrilink Philippines, which will take place from October 8–10 at the World Trade Center Metro Manila. The four molecules were developed through KingAgroot's in-house research and discovery programme.

The Philippine market forms part of the company's broader effort to introduce its patented chemistry portfolio to Southeast Asian agriculture, with the molecules being positioned for weed-management applications in rice, soybean and corn production systems.

KingAgroot's pipeline is already moving into international commercial development. Flufenoximacil has been licensed to Nufarm for development and commercialisation in Australia, providing an early example of the company's strategy of taking internally discovered molecules into overseas markets through partnerships.

At Agrilink Philippines, distributors, agronomists and growers will have access to application information on all four compounds, giving the company an opportunity to engage directly with stakeholders in one of Southeast Asia's important agricultural markets.

The exhibition also highlights the growing role of proprietary crop protection chemistry in KingAgroot's international expansion strategy. By taking molecules from its own discovery platform into multiple geographies and partnering with established crop protection companies where appropriate, the company is seeking to build a broader commercial footprint beyond its domestic

market.

With weed pressure remaining a major constraint across rice, soybean and corn production, the company is positioning its patented molecules around crop-specific weed-control requirements while expanding its engagement with distributors and agricultural professionals across the region.