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Rovensa launches global bio-solution business unit promoting sustainable agriculture

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Berlin based Rovensa Group, the global innovative agriculture solution provider has launched a new business unit, Rovensa Next to drive bio-transformation by shaping a sustainable future for global agriculture field.

The flagship project â??Rovensa Nextâ?? aggregates ten Rovensa Group companies, creating a holistic platform of innovative biosolutions. Ten Rovensa Group companies comprising of "**Agrichembio, AgrotecnologÃa, Idai Nature, Microquimica, MIP Agro, OGT, Oro Agri, Rodel, SDP, and Tradecorp"** will now form the new global business unit.

With the new business unit, Rovensa Group anticipates a turnover of more than EUR 1 billion by 2025. The global transition and local implementation of Rovensa Next will begin from July 2023.

The new business unit is expected to combine innate technical knowledge, innovation byÂ working alongside farmers and distributors to solve sustainability challenges, with the global expertise and leadership of Rovensa Group.

Eric van Innis, Rovensa Group CEO, stated: "Farmers and distributors need specialised advisors to help them create a potent strategy that considers their local environment and challenges. Rovensa Next assists in sustainable crop management for better quality and increased yield.â?•

Rovensa Next unites a global network of 30 R&D laboratories, excellence centres, fields, and greenhouses; 14 production plants; more than 84 partnerships with research centres and universities. Equipped with 100 R&D and innovation specialists comprising more than 850 field experts, Ravensa Next aims to lead cutting-edge research to create effective biosolutions.

Image Caption: *JosÃ© Alfredo GarcÃa, Co-COO Rovensa Next, Javier Calleja, incoming CEO Rovensa Group, Eric van Innis, CEO Rovensa Group and Carlos LedÃ³, Co-COO Rovensa Next*