

# CONTACT

JUNE 2012

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now more than ever we need to continue focussing on a strict financial policy and a prudent and carefully thought out investment strategy.

# Keeping our heads held high in tough economic times

Despite every effort to counter it, the economic crisis experienced the world over since 2009 remains in full swing and continues to proliferate.

In spite of these problems, the Agriphar Group has managed to keep its head above water. But that is no reason to stop being vigilant. Each country - each market - has to come under great scrutiny. For some challenges, we can find the solutions ourselves. But for others, unfortunately, it is another story.

Will Greece leave the eurozone? Will it go back to its original currency, the drachma? There are so many questions and decisions to be taken, and everyone will be asking for our take on the situation. Whatever happens, now more than ever we need to continue focussing on a strict financial policy and a prudent and carefully thought out investment strategy.

The issue of absenteeism should also figure among our priorities. We have recently undertaken a number of actions to reduce the number of days' absence from work. It is crucial that everybody be involved every single day to increase our company's experience.

## **Growing, diversifying and reducing risk**

As a Group, we are also keeping our faith in the benefits of spreading risks. The ongoing search for further opportunities abroad therefore remains a priority goal. This direction translates not only as new products and new applications, but also the potential acquisition of local distributors.

Finally, 2012 is also an election year. Now we know the who are the newly elected representatives, and we wish every success to our "comrades" past and present! We very much hope the next four years will continue to provide constructive dialogue and constant cooperation.

Here's hoping to a great summer. I hope you enjoy reading this new issue of "Contact".

**Dirk Barrie**  
President - CEO



# Giovanni, Javier, Kostas and L

## "Contact" presents the four Agriphar directors

To get to know them a bit better, "Contact" asked the directors of our various sub

### Javier Coronado, General Manager of Agriphar Iberia

#### 1. Could you present yourself in a few words...

*I am 47-years old, father of a boy and a girl and happily married, I have a bachelor's degree in Economics and Business Administration, my first job was as a consultant, and later on as an accounting manager in an Ice cream company. I have worked in Agrochemicals for twenty years, since 1992 I started to work in Laboratories ALCOTAN, in charged of accounting department and finances of the company, since then I have done almost everything, that is thanks to my father, who was also my boss and my teacher.*

*My current hobbies are hiking and bicycling*

#### 2. Which is the leading product in your country and why?

*It is Syllit, Agriphar Iberia team is putting a great enthusiasm and hopes, in promoting Syllit in olive trees, and in spite of the drought that we have suffered from the beginning of the current year, and the bad situation of olives due to the low prices of olive oil, we have done a great job of introducing the product with great outcomes and very good sales.*

#### 3. Since your company has intergrated the Agriphar Group, according to you, which is the main upgrade/changement?

*I would say, new products to be promoted, new image to our clients, even new people working for us and new department like marketing. And registration department and registration strategy is something primordial in my opinion, for the success in the future.*

#### 4. Today, do you considere that your customers have got used to this changement and that they get many benefits from it?

*Yes of course, customers welcomed development and marketing department, this is very positive as it allowed us to introduce products properly to them, even in some fields that they were very unknown, like Syllit in olives trees. Also customers have a lot of hopes about the future of AGRIPHAR, coming with new products.*

#### 5. During your trip in Liege, what surprised /amazed you the most?

*Huge and nice factory, and friendly people. You welcomed me and I liked it very much.*

### Giovanni Malagutti, General Manager of Agriphar Italia

#### 1. Could you present yourself in a few words...

*I was born in 1953 in Cento . I took the degree in Chemistry at Ferrara University. I spent all my professional life in Agrochemicals. I started as resposable of quality control and of synthesis of Ziram , Zineb , Mancozeb , Propineb ,and Propanil. Later on I joined Imperial chemical Industries and I was appointed deputy operations manager with the resposabilty of production , logistic , safety and security at the site Solplant in Bologna. Finally I joined Terranalisi , now Agriphar Italia as general Manager.*

*I am married , one daughter and one son. My hobby is cycling.*

#### 2. Which is the leading product in your country and why?

*In Italy we cannot define a leading product. There are very many crops and many important products. Among our actives Propamocarb and Dodine play a very important role.*

#### 3. Since your company has intergrated the Agriphar Group, according to you, which is the main upgrade/changement?

*To be part of Agriphar group gave us a very important improvement of our image. Now we are regarded as a company with a brilliant future.*

#### 4. Today, do you considere that your customers have got used to this changement and that they get many benefits from it?

*Our customers have the feeling that we will continue offering them a nice range of products able to cover they needs. This makes them comfortable and " fidelized " .*

#### 5. During your trip in Liege, what surprised /amazed you the most?

*I am mainly a technician and a production man and from my visit in Liege i brought with me the view af a factory and labs and production equipments impressive modern and wery well managed.*



# éon ...

## ors of subsidiaries abroad

subsidiaries five questions. Interviews.

### **Kostas Moutsos,** General Manager of Agriphar Greece

#### **1. Could you present yourself in a few words...**

*I was born in 1958 in Corfu Greece and I graduated from Imperial College London with a Ph.D. in Chemical Engineering. Shortly after graduating I joined Shell where I spent most of my 22 year career exclusively on Chemicals. Till 2011 when I joined Geopharm I held General Management positions in a Greek Chemicals Distribution Company and a Greek Chemical Fertilizer Producer where I was privileged to be exposed to the very interesting Greek Agricultural Supplies market.*

*In my personal life I am married to a french High School teacher and we have a 20 year old son who is now studying Medicine at Patras University. I enjoy studying Byzantine history and spending time walking and training at the gym.*

#### **2. Which is the leading product in your country and why?**

*We handle in total about 100 products sourced from Agriphar. In 2011 Cypermethrin was our leading product forming approx. 12% of our total turnover. Products such as Dodine and Propamocarb even though currently smaller in turnover ( 8% of total turnover) are quite important as they enhance the image and prospects of the company.*

#### **3. Since your company has intergrated the Agriphar Group, according to you, which is the main upgrade/changement?**

*In Greece the multinationals BASF, Syngenta, Bayer or Dupont hold approximately 60% of the agrochemicals market. Through its integration with Agriphar Group, Geopharm has gained considerably in terms of sustainability. Our company has profited greatly from the knowhow of Agriphar and has undergone a considerable cost rationalization process and a substantial process improvement. The professionalism of our team has also improved considerably. Geopharm has been elevated to a different level.*

#### **4. Today, do you considere that your customers have got used to this changement and that they get many benefits from it?**

*Our customers have fully accepted the integration of Geopharm with Agriphar and they are most appreciative of the improved sustainability and professionalism.*

#### **5. During your trip in Liege, what surprised /amazed you the most?**

*During my visit in Liege I was pleasantly surprised by the professionalism and open and frank communication of the team. Furthermore I was impressed by the very well maintained plant and the very apparent commitment to the health and safety of the workers and the protection of the environment.*

### **Léon Motte,** Commercial Manager of AGriphar France

#### **1. Could you present yourself in a few words...**

*I am 61 years old. I'm married, with two children. My current hobby is taking care of my family and my grandchildren. I'm lucky enough to be a grandfather! I like to spend time with my friends and I also invest myself in the local life.*

#### **2. Which is the leading product in your country and why?**

*Our two leading products in France are still Cypermethrine and Genoxone.*

#### **3. Since your company has intergrated the Agriphar Group, according to you, which is the main upgrade/changement?**

*Agriphar France is probably the company that is least impacted by the change and integration of this new name, as we already associate the name Agriphyt with Agriphar. But the subsidiary's image has certainly been improved in terms of visibility and quality.*

#### **4. Today, do you considere that your customers have got used to this changement and that they get many benefits from it?**

*As has already been said, it's certainly the visibility and the quality and good work of the group that benefits the company and its customers. The Agriphar group is seen to be a reliable, solid player on the phytosanitary market.*

#### **5. During your trip in Liege, what surprised /amazed you the most?**

*What impresses me is the relentless progress made by the group over the past twenty years. In terms of staff quality, equipment quality, approvals and turnover, the Agriphar group is facing up to the future, entirely focussed on satisfying its customers !*



# Presentation of the new “Product Development” department

The Agriphar Group’s “Standardisation” department has undergone significant changes over recent months, the main one of which was the August 2011 creation of the new “Product Development” section. Presentation.



The development of new products is an integral part of the strategy implemented by the company to increase its business volume.

The development of a new phytosanitary product comes as part of a change on the needs of markets that the Agriphar Group is seeking to satisfy. The development of new products is an integral part of the strategy implemented by the company to increase its business volume. This essential phase in the Group’s activity requires a rigorous and methodical project management.

## A team with responsibilities in all four corners of the world

As part of the formation of this new team, Lara Ramaekers has joined the company as fungicides manager, and Maxime Bughin has come to us as manager of insecticide projects. Marc Bonnet has been entrusted with the responsibility for herbicide and plant-growth regulator projects. He is also taking care of the coordination of the various players at Group level. The development/marketing managers in the various countries and subsidiaries have also come to assist with these projects:

- ➔ Vincent Chauvet (France),
- ➔ Manuel Murga (Spain and Portugal),
- ➔ Alberto Albertini (Italy),
- ➔ Mark Batt (United Kingdom and Ireland),
- ➔ Ania Stasiulewicz (Poland),
- ➔ Marian Hlavacka (Slovakia, Czech Republic, Slovenia and Hungary)
- ➔ Juan Coward (Latin America).

## From the initial idea through to the launch of a new product: a few essential steps

This new “Product Development” department has multiple objectives. Firstly, the **pre-approval** phase consists of putting forward and defining new ideas and drawing up technical, marketing and financial analyses to enable these ideas to be developed further.

**Pre-development** is the second phase. This is when the initial studies coordinated by the department take place, so as to confirm the technical innovation and define good agricultural practices (GAP), thereby enabling the application doses and usages to be defined (cultures, illnesses, insects, etc.) as well as the regions concerned.

The **approval** phase can then begin, with the introduction of a number of biological tests undertaken by the approval department in order to draw up a biological record. The protocols of these studies, alongside a proofreading of the record, are performed in close collaboration between the **Product Development** and the **Approval** departments.

Studies around the **full-scale pre-marketing** of the products are set up by the managers of the different countries to familiarise our customers with these products. These new products are also made available to the national official bodies for testing and receiving their opinions and technical support.



Once approval has been obtained, the **new products campaign launch** can begin. A number of technical supports (meetings, prospectuses, computer supports, etc.) are developed by the team in order to transfer and communicate firm, accurate user instructions to customers.

Finally, the “Product Development” section takes care of **technical support** for all products in the Agriphar Group portfolio. More specifically, this involves helping users (farmers, distributors, etc.) to find answers to technical questions and resolve any issues when using the products. ❖



The development/marketing managers in the various countries and subsidiaries have also come to assist with these projects:



# Social elections: entering into a constructive dialogue and constant cooperation.

Every four years, 1.7 million workers from 6500 companies in Belgium take part in elections, which this year took place in May

A vote was organised at Agriphar on Tuesday 8 May. The company staff were able to give their preference to one or other of the union bodies - the FGTB and the CSC - that are present at the Ougrée site, and elect candidates to represent them within the company over the coming four years.

Providing direction to the management is naturally the responsibility of the Management, but the **Work Protection and Prevention Council (WPPC)** and the **Works Council (WC)** provide all workers with a say in what happens

within the company. Their representatives will have a say on a series of topics such as safety, mobility, working hours, future prospects in general, etc.

## Results of the elections on 8 May 2012

### WPPC

For the workers	3 seats FGTB
For the employees	2 seats for Setca (FGTB) and 1 seat for CNE (CSC)

### WC

For the workers	3 seats FGTB
For the employees	2 seats for Setca (FGTB) and 1 seat for CNE (CSC)
For the executives	1 seat for CNE (CSC)

The two newly constituted bodies took up their operations at the end of May. The workers representatives unanimously seek to work together and engage in full dialogue and discussion, which will, as was the case before, remain the major objective of the coming years. ❖



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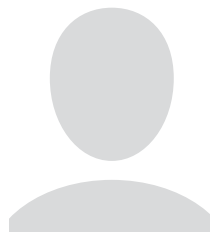
## ⇒ Arrivals



9/1/12  
**Maxime Bughin**  
Product Development



27/2/12  
**Maud Evrard**  
Homologation



23/5/12  
**Christine Francen**  
Human Ressources



1/1/12  
**Christine Palm**  
Homologation



I chose to become a football coach because of the lack of any structure in training young people.



# Michael Eben, electrician and coach for the FC Manhay youth team

Trained as an industrial electrician, Michaël Eben started with us in the Chimac maintenance department as a student in 1996. A few temporary stints in electricity later, he was hired as a machine driver in 1998. Meeting.

## What do you do at Agriphar?

**M.E. :** *I mainly work with the steam generator, which powers the heating in workshop buildings and the hot water in the toilets. I also work as a maintenance operative for BAKUS and MASTERFIL machines. And I look after the inkjet printers.*

## What do you like to do in your free time outside work?

*I coach the FC MANHAY youth football time in Luxembourg. I chose to become a football coach because of the lack of any structure in training young people. I wanted to bring my experience and share my passion with children.*

*My aim is to teach them to develop a background to the game, and to enable them to progress so that they flourish in their sporting activities. I set them a challenge. They need to become champions of our league at the end of the season!*

## Do you find there is any connection between your coaching and the teamwork you do at Agriphar?

*I try to foster the same spirit of camaraderie among the young people in my team as we have in my work teams, in terms of respect and above all good humour!* ❁

# Industrial wastewater: “zero waste in the Meuse” objective



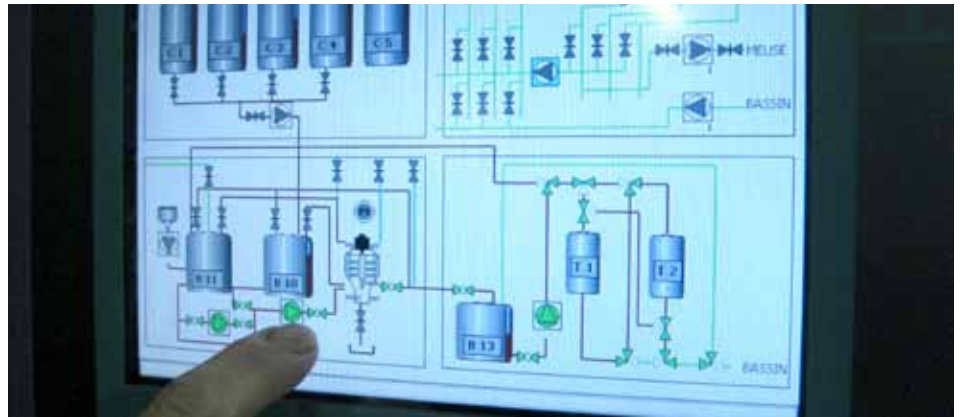
In order to reduce our consumption of drinking water and, in the long term, to be able to avoid any waste going into the Meuse, Agriphar is introducing a brand new post-processing system for its industrial wastewater.

//// FUNDA filter

//// Insulation vessels



//// Activated carbon treatment



//// Test ecotox

The water used for cleaning our formulation and packaging facilities is currently purified using a double filtration system: one initial filter, then active carbon. This water is then transferred to a holding tank, agitated and aired. Before being disposed of in the Meuse, a certain amount of water is stored in a tank to carry out quality studies and eco-toxicology tests.

Looking ahead to future environmental legislation, the company has decided to opt to go ahead with the post-purification of its industrial water so that it can be re-used in production, such as in cleaning, water for the boiler, etc. This additional processing will reduce water consumption and eventually, in the long term, avoid disposing of water in the Meuse.

### One principle in two phases

Water taken from the holding tank will undergo **filtration on a multimedia filter**, preceded by a **coagulation/flocculation** step. This processing will remove all suspended matter from the water, making it of a quality satisfactory for the second phase of the processing. At this stage, the collected water is perfectly clear and can be used for certain applications.

The second phase consists of **reverse osmosis**. This means pushing water through a semi-permeable membrane under pressure so as to remove most of the dissolved ions, bacteria and colloids from the water to be processed.

75% of the water to be processed will be of very high quality for cleaning operations and for use in boilers. The remain-

ing 25% containing residue captured by the reverse osmosis elements will be used to clean the post-processing unit.

**This facility is currently under assembly. More details will be included in the next issue of Contact** ❖



**This additional processing will reduce water consumption and eventually, in the long term, avoid disposing of water in the Meuse.**

# Drainage and processing of polluted soil

Following an earth cleaning project approved by the Walloon Waste Office (OWD), we will shortly be proceeding with the excavation of several tonnes of soil that has been polluted in the past by various pesticides discharged into a drainage network that turns out to be no longer watertight.

This network has of course not been in use for a number of years now, but the pollution it generated at the time requires this soil to be moved to an accredited processing centre.

An additional stability study must be completed prior to the beginning of these works. ❁



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# Extension and refitting of the laboratory



Following the broadening of the Laboratory activities, the existing premises no longer enable optimum working conditions. We therefore need to enlarge! New offices and two laboratories will be constructed to extend the existing laboratory.

Work should start around October. ❁



# Modernisation and moving of the Adrians box

To centralise and unite the company's "insecticides" activity, we have decided to bring the insecticides and insecticide formulation boxes together.

The Adrians line has been enlarged for the installation of a pallet loader and also to provide workers with a more comfortable environment. ❁



provide workers with a more comfortable environment.



## Salvatore Masuzzo and Gaëtano Terranova on the Radio Nostalgie airwaves

On a one-off visit, the Agriphar gang ventured beyond the company walls to have some real fun. They went along to support Salvatore Masuzzo and Gaëtano Terranova, who were taking part in the grand final of Blind Test, organised by Radio Nostalgie.

Although they didn't emerge the victors, everyone had a great time, with VIP access to a party after the final at Act 3 in Braine l'Alleud. ❁



# LIEGE 2017, an ambitious project!

For over ten years, the Liège region has been using an ambitious economic reallocation strategy. Guillemins Station, Liege Airport, Triligiport - these are just a few of the many initiatives undertaken in recent years. With Liège's candidacy to host the International Exposition

in 2017, the City is finally positioning itself as a driving force in the resurgence of its region and is putting itself on the world stage.

Following a survey by the International Exposition Bureau (BIE) last March, the City will learn of the decision on the host venue to succeed Zaragoza (2008) and Yeosu (2010) in November.

At the end of the exposition, 90% of the 156,000 square metres of pavilions will be transformed into a huge eco-neighbourhood. ❀



An international exposition means eight million visitors! But this is above all an extraordinary chance to highlight Belgium's strong points and success stories on an economic, scientific and cultural level. This is a unique way to position Belgium, its Regions and its Communities on an international level, to symbolise the success of the industrial and urban changes experienced in the Liège region.

 **Vote for !**

If you have not yet done so, please vote for Liège at [www.liege-expo2017.com](http://www.liege-expo2017.com)

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## Cristal Park : a real centre for regional attractiveness

The "Cristal Park" development project comes as one of the major aspects pushed by Seraing to be given over to leisure, trade, accommodation and business.

Located on the site of the old crystal glass-works of Val Saint-Lambert, "Cristal Park" will boast an indoor ski slope, an aquatics park, a shopping centre, a 3 star hotel with 125 rooms, allotments and offices. This project stands to create 700 new jobs and 305 flats and houses, as well as 10 office buildings distributed over two stories.

This 122 hectare worksite should begin operations in late 2013. ❀



 **information**

[www.cristalpark.com](http://www.cristalpark.com)



Provide good public areas and combine mobility with accessibility

# Seraing, the Town of the Future

Seraing's Master Plan is intended to bolster the town centre and harmonise industrial activities with urban life, and aims to provide good public areas and combine mobility with accessibility by using disused industrial sites.

The Master Plan was set up in January 2011, and is intended to be a redesign of lower Seraing, with its rich architectural heritage. A number of projects are based around worksites at the entrance to the town - improvements to the Jemeppe towers, enlargement of the rue Cockerill, construction of an administrative

area, a specialist "Gastronomia" food court and a shopping centre "Neocittà".

With the assistance of Eriges, the Autonomous Community Authority of Seraing, the Master Plan comes as part of an overarching urban vision connecting upper and lower Seraing using green corridors and the valley areas with an urban boulevard - the real backbone of the project. ❁



# Liège, Starting point for the 2012 Tour de France

Following on from the success of 2004, the Province of Liège is hosting the start of the 99th Tour de France. The wheels will start rolling on Saturday 30 June.

The day after the time-trial prologue scheduled to take place in the town centre, the first stage of the 2012 Tour de France will be held on 1 July between Liège and Seraing. This is a 198 km route through criss-crossing hillside roads usually taken by locals on their way to

the south east of the province, via the Spa-Francorchamps racing circuit. The course then hooks into Luxembourg before climbing north again and to Seraing, where the finish line will be placed on the Avenue du Centenaire.

There are some very strong links between the Province of Liège and the Tour de France. The Province of Liège has some objective advantages that have enabled it to bring the greatest race in the world to the region for the second

time in eight years. A passionate population that eats, sleeps and breathes cycling, an exceptional cultural and sporting heritage, and a landscape perfectly suited to competitive cycling. In Liège, Seraing, Visé and everywhere along the initial stages of the race, the Starting Point for 2012 will be greeted with enthusiastic roars from an appreciative crowd. ❁

**Prize vouchers**  
 Décathlon vouchers worth  
 100 euros



# "Sport" competition

## How to enter

Answer the following three questions before 15 August 2012. Hand in your answer slip at reception in the administrative building. You can also take part via e-mail. Please send your answers to [natalie.vandecasteele@agriphar.com](mailto:natalie.vandecasteele@agriphar.com)

1. Who won the 2012 Giro (Tour of Italy)?
2. What is the Ironman competition?
3. Which town in the Province of Liège will see a new Décathlon store opening its doors?

## Results of the last competition

Response 1 was correct: Nicolas de Myre (or Nicolas de Bari) - 2: Coca-Cola - 3: 23 January 2012  
 Stéphanie Masset and Marilyn Daniel won the INNO vouchers last year.

Name : .....

First name : .....

Adress : .....

.....

Tel. : .....

E-mail : .....

answer 1 : .....

answer 2 : .....

answer 3 : .....



/// Marilyn Daniel and Stéphanie Masset



## Suggestion box

If you would like to see a particular topic dealt with by an article in the next issue of Contact, please let us know by sending an e-mail to [info@pepscommunication.be](mailto:info@pepscommunication.be)