



Adama advances into China

ChemChina subsidiary Adama Agricultural Solutions is to enter into a commercial collaboration with five Chinese agrochemical companies that are part of the ChemChina group and launch a domestic branded sales platform in 2016.

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ChemChina subsidiary Adama Agricultural Solutions is to enter into a commercial collaboration with five Chinese agrochemical companies that are part of the ChemChina group and launch a domestic branded sales platform in 2016. The five companies (Hubei Sanonda, Jiangsu Anpon, Shandong Dacheng, Anhui Chemical and Jiamusi Heilong Agrochemical) are controlled by China National Agrochemical Corporation, which is a strategic business division of ChemChina and the controlling shareholder of Adama.

The collaboration is aimed at Adama progressively becoming the exclusive domestic sales platform for the five companies' agrochemical products, which are expected to generate sales of some \$90 million this year. The move will allow Adama to accelerate its entry into the Chinese market by providing it with access to hundreds of registrations, the company points out. It will expand its commercial network and customer reach by having more than 170 sales, marketing and registration personnel formerly employed by the five Chinese firms. Adama aims to capitalise on an established commercial infrastructure to bring its wide portfolio of products to the Chinese market, the company adds.

Meanwhile, Adama has declared a \$100 million dividend in the context of its contemplated "reverse merger" with Hubei Sanonda. The latter made an [acquisition offer](#) for Adama in August.

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