

For the first time, SQM Europe took part of YugAgro 2016, the largest tradeshow in Russia and the CIS countries dedicated to agricultural machinery, equipment and materials for agricultural production, with the aim of presenting and promoting our company to the local markets.

During this 22nd edition of the event, held from 22 to 25 November, our European subsidiary enjoyed a great affluence of visitors of the agricultural-industrial sector, mainly from Azerbaijan, Armenia, Kazakhstan and Russia, informing them of the range of Speciality Plant Nutrition products available, focusing in Potassium Nitrate and the water soluble NPKs line for open field market and greenhouses.



SQM Europe took part with a large stand that not only promoted the complete range of nutritional solutions but also the company's first approach to this market with direct sales. There was also a space available for the sales team, where they could hold important meetings with distributors, buyers, retailers and other representatives attending the fair. YugAgro is one of the most important events on the Russian agricultural scene, represented by 680 companies from 38 countries.