

VISION - MISSION - CORE VALUES

VISION

To become a leading enterprise in the region in fertilizer production and business.



MISSION

To contribute to secure fertilizer supply and food security with pioneering nutritional solutions for plants.



CORE VALUES

Making all efforts to conquer and develop to preserve the value chain of being **"Pioneering - Responsible - Considerate - Compatible"**.

Keeping Credibility and Trust to deserve the support of customers and the companionship of shareholders in development journey through social works and sharing with the farmers.

Providing an exciting, attractive, professional and dynamic by selective and optimized production, business and investment strategies.

