



ATLAS AGRO

**Your partner for biological solutions
and a more sustainable agriculture**



Atlas Agro GmbH, Binzstrasse 18, 8045 Zurich, Suisse
www.atlasagro.com, contact@atlasagro.com

Who are we?



ATLAS AGRO is a Swiss company assembling internationally recognized experts in the field of integrated crop management and biological protection.

Our focus is on developing and marketing sustainable solutions for crop protection, apiculture and public hygiene.

Atlas Agro is member of IBMA.

International Biocontrol Manufacturers Association (www.ibma.ch)

Our Team



Dr. Mounir Hassani
Agronomist
Company founder, Managing Director



Dr. Reto Joos
Expert in Business Management,
Finance & Administration



Dr. Michel de Rougemont
30 years Agribusiness experience in R&D,
Manufacturing, and Business Management

Dr. Peter Luethy
Expert from the World Health Organization

Where are we operating?



- › The Maghreb: North African Countries (Morocco, Algeria, Tunisia, and Libya)
- › Near and Middle East
- › India
- › Europe

Who are our partners?



World leading biopesticide manufacturer, in particular *Bacillus thuringiensis*



International pheromone systems company



Swiss bioinsecticide manufacturer



Swiss animal health company with focus on apiculture



Swiss company specialized in modern farm management



Who are our partners?



Swiss institute for organic farming



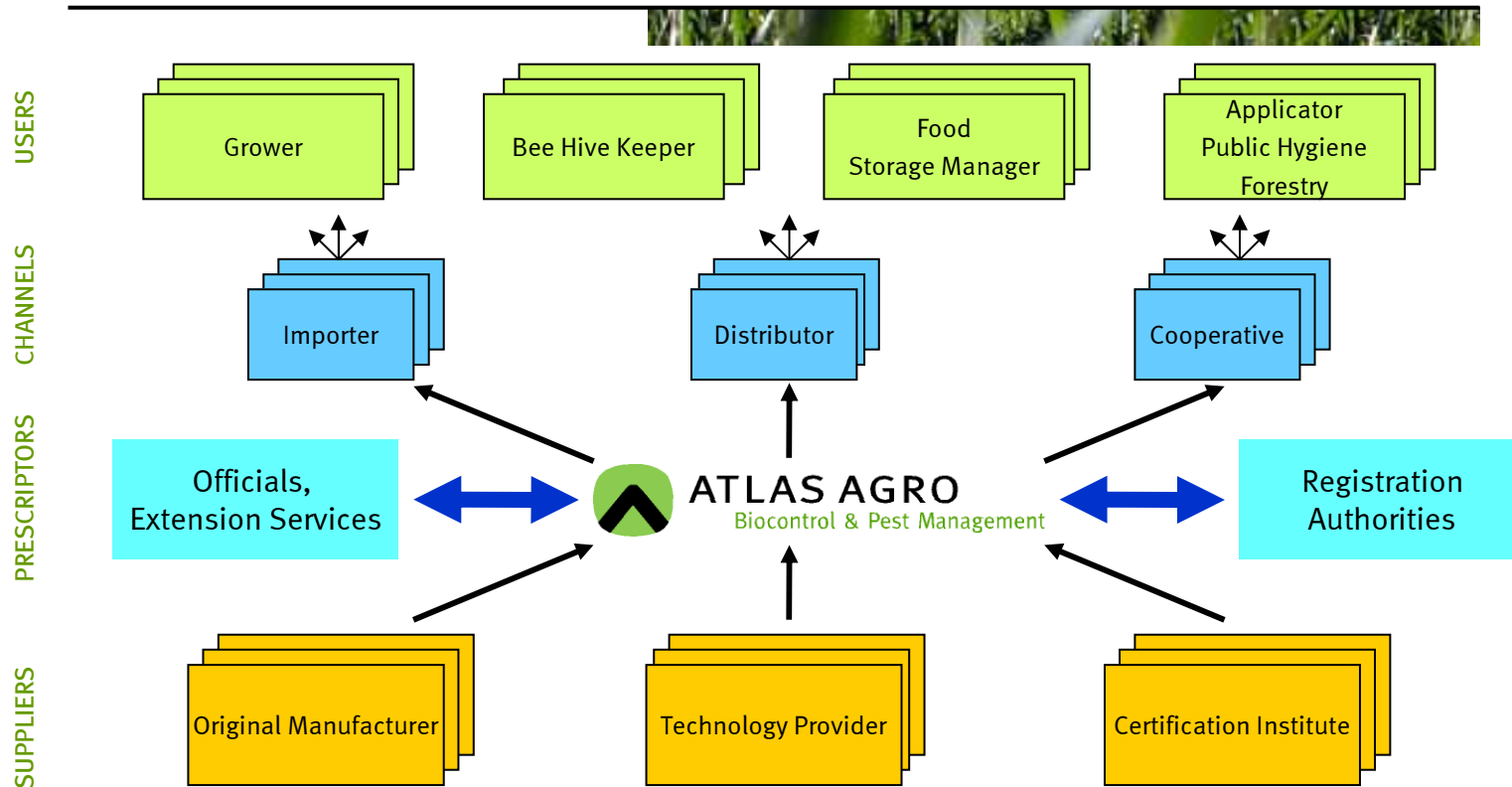
International certification institution



Swiss Development and Cooperation Agency
(within the frame of the Indian-Swiss Cooperation in
Biotechnology)



Atlas Agro's role for its customers and suppliers




... and in particular for the end user

- › Access to new products
- › Access to new technologies
- › Access to modern and approved crop management methods (IPM, organic, certification, etc)
- › Access to adequate training

... all means to access export markets with high quality produces

... and in particular for its distribution partners

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- › Access to a modern product range
 - › Access to value adding technologies
 - › Access to reliable product information
 - › Training of technicians and sales reps.

... and in particular for its suppliers

- › Access to the North African market
- › Access to local distribution
- › Product registration and sales authorization
- › Technology transfer
- › Targeted development of new product and technologies
- › Independence from large industrial or trading groups
- › Reputable reference with officials (extension services, control agencies)

What is our mission in the Maghreb countries?

- Introduction, development and implementation of IPM and organic growing methods in agriculture, public hygiene (mosquito control), and forestry.
- To secure the access and the registration of modern products that are compatible with IPM and/or organic growing standards.
- To train the trainers, technicians and growers for the implementation of their IPM and/or organic growing programmes
- To coach the growers for the obtaining of internationally recognized certificates



What are our current activity areas?



- › **Agriculture:** integrated crop management enabling a safer production and the access to export markets for the local produces
- › **Apiculture:** novel parasite management systems (varroa control)
- › **Forestry:** insect control
- › **Public Hygiene:** mosquito control
- › **Food storage:** pest control

What are our products?



› Bioinsecticides and biofungicides

- › Dipel 8L
- › VectoBac G et VectoBac WG
- › Thymovar

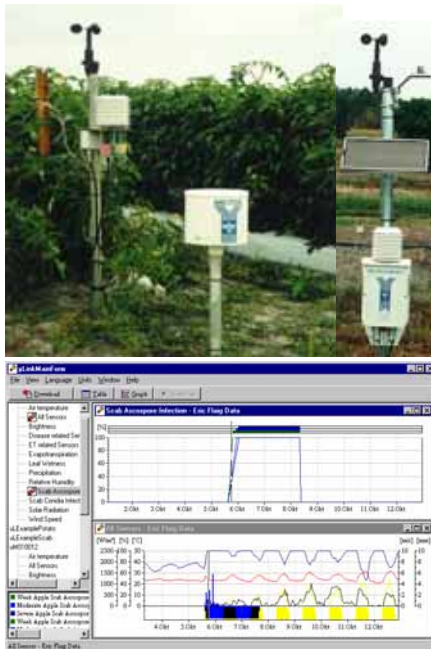
› Pheromones traps

- › Detection traps (monitoring)
- › Mass trapping systems
- › Sexual disruptions systems

› Growth regulators

What are our products?

Farm Management System



Integrated Data Acquisition and Information Management for:

- Crop Protection
 - Environmental data
 - Monitoring of pest and disease pressure
 - Threshold level detection
 - Risk Assessment
 - Frost alarm
- Water Management
 - Soil monitoring: humidity, weathering
 - Local rainfall monitoring and prediction
 - Hydraulic stress assessment

What are our services?



- Program development for ICM, IPM or organic farming
- User training
- User coaching for the implementation of their ICM, IPM or organic farming programs, and to obtain the corresponding certification
- Project Management for the development of products and services contributing to a more sustainable agriculture

What benefits are offered by our products and services?



- › They enable a crop protection that is as effective as classical methods, ...and additionally:
- › They have a negligible impact on human safety and on the environment; they help preserve the flora and fauna (e.g. beneficial insects); the risk of build up of pest resistance is greatly reduced.
- › They are compatible with IPM or organic programs
- › They are based on accumulated experience from more than 100 countries all around the world.
- › They are recommended by the UN Food and Agriculture Organization (FAO) and the World Health Organization (WHO).

Our goals in Algeria



- To provide to the grower access to modern and safe crop management methods
- To provide to the consumer access to safe and healthy produces
- To provide to the trade channel and to the food chain access to quality assurance tools and methods.



For more information please visit
our Web site www.atlasagro.com



Thank you for your attention!