

VISION, MISSION, CORE VALUES



VISION

To become the leading company in the region in the field of fertilizer production and trading.



MISSION

Contribute to fertilizer supply and food security by pioneering nutritional solutions for plants.



CORE VALUES

All efforts to conquer and develop to always preserve the entire value chain **“Pioneering - Accountable - Considerate - Harmonious”**.

Ensuring credibility, fully gaining the trust and support from customers and the community on all the pathways through social security work, standing side by side with farmers.

An exciting, attractive, professional and dynamic working environment with the policy of developing production and business development strategies, selective investment and optimizing efficiency.

PIONEERING

ACCOUNTABLE

CONSIDERATE

HARMONIOUS