

SWITZERLAND BUSINESS REPORT

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# SUPPORTING ASIA'S AGRICULTURE WITH PREMIUM FERTILISER SOLUTIONS

The last decade has seen Zug-based EuroChem become one of the largest global fertiliser companies – a growth driven by acquisitions and organic initiatives, supported by a strong resource base and an expanding global presence.

The additional market knowledge and cross-cultural talent that it gained from these acquisitions have proved invaluable assets. EuroChem has grown with its customers' needs in mind, developing higher-value, premium fertiliser products and offering tailored solutions for specific soils and applications to promote agricultural productivity and optimal yield.

While the group was founded in 2001, its current portfolio comprises world-renowned brands known for their quality and productivity. In Asia, the Horse and Lion brand (Shi Ma Pai) is such an example, an established brand developed and used for decades by BASF, K+S, and later, EuroChem. In the fertiliser world, the Horse and Lion brand is an icon for retail branding of high-quality nitrogen, phosphorus and potassium (NPK) fertilisers.

Originally used as a corporate logo for BASF, it depicts the Stuttgart horse and a standing Bavarian lion holding a shield with an anchor – the coat of arms of Ludwigshafen, the birthplace of industrial-scale ammonia production. The Horse and Lion seal was later transferred to Nitrophoska fertiliser products, and has grown to stand for integrity and quality, serving as a seal of trust across markets. Since this year, EuroChem assumes ownership of this iconic brand within the fertiliser world.

"As a synonym for quality, reliability and commitment to partners and markets, the Horse and Lion brand enjoys a high awareness level with local farmers. We are honoured to carry this legacy forward," says Ding Zhenjun, managing director, EuroChem Agro China. Mathias Schroeder, managing director, EuroChem Agro Asia, says:



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The group's offering, which is skewed towards premium fertilisers, is complemented by a wide range of industrial products, including mining products such as iron ore. EuroChem's regional presence has been further expanded with the start of its potash mining operations last year.

EuroChem takes pride in setting its ambitious goal of becoming a benchmark for successful business cooperation across the region. In addition to having numerous local partners across Asia, EuroChem has forged long-standing relationships with major regional actors such as Sinochem, Behn Meyer AgriCare and Agromati.

"Agronomical support – and a

focus on customer service with deliveries into multiple ports – have been key factors in our success in Asia. As seasonal weather patterns in Asia and Southeast Asia become increasingly unpredictable, EuroChem's suite of products and solutions offer farmers further peace of mind by providing additional flexibility," Schroeder says. EuroChem's portfolio also includes Nitrophoska NPKs, which perform exceptionally well in Asia, where soils tend to be very acidic. Its sulphate of potash-based Nitrophoska offers reliable performance for chloride-sensitive crops, while its ENTEC line, which limits leaching and denitrification, is suited to the region's tropical climate.

The last few decades have seen agricultural development in Asia catch up to and even leapfrog ahead of some of the world's most advanced markets, but never has the pressure been so high to produce more crops more efficiently from less land – and with a reduced environmental footprint.

EuroChem is adamant that growing sufficient food on limited resources can only be done through the intelligent use of fertilisers, and intends to be the partner of choice in Asia for advanced fertiliser solutions.

**Products and brands that matter**

Nitrophoska ENTEC UTEC MOP

Our fertiliser brands. Your growth.

www.eurochemgroup.com EUROCHEM

# AVALOR INVESTMENT HELPS FAMILIES AND INDIVIDUALS CARE FOR THEIR WEALTH THROUGH EDUCATION, CASE STUDIES

Avalor Investment is one of the leading independent wealth managers in Switzerland. It offers a comprehensive range of services to families and individuals in the areas of investment management, consolidation, reporting and counselling. Since its founding in 2006, clients have entrusted Avalor with the care of 2 billion Swiss francs (HK\$15.55 billion) in assets.

"We achieved this growth based on our solid reputation as a trusted independent partner and advisor to our private clients," says Amaury Jordan, founding partner of the firm. "This reputation was built on the back of hard work and is underpinned by the fact that our firm is a partnership, entirely employee-owned," says Avalor partner Patrick von Koss.

With no corporate shareholders and only its clients to answer to, Avalor developed its business without conflicts of interest and with only best-in-class products – a model that stresses

simplicity and transparency. Moreover, it's a model that offers a rare feature in today's constantly changing and transaction-oriented private banking world: continuity for the client.

"Every client is looked after by a partner of the firm; this is a responsibility which we do not delegate," von Koss says. "Sufficiently small to ensure a highly personalised level of services yet large enough to provide access to top-notch resources, Avalor sits at the centre of an international network of 30 banking custodians and numerous accounting, tax and fiduciary firms."

"The term 'multifamily office' has become overused and increasingly meaningless," Jordan says. "But the truth is we offer more than simply the management of portfolios."

Rather than offering traditional "concierge services", Avalor has focused on the future by branching out into education. It launched a project

with a local high school in Zurich, where Avalor partners teach the principles of investing to 17- and 18-year-olds. At the end of the school year, students have the opportunity to present an investment idea to Avalor's portfolio management group, and the best student presentation gets a summer internship.

"What better way to tap into what young people may be thinking about private banking," says Reto Fehr, partner at Avalor. "After all, these are the industry's future clients."

Avalor's quiet involvement in Asia has developed steadily over many years, with some elements predating the firm. For instance, von Koss spent six years leading Hong Kong and Shanghai Banking Corporation's (HSBC) private client boutique company Trinkaus & Burkhart before the firm was fully integrated into HSBC. Jordan has been a regular visitor to the region for 25 years and was instrumental in encouraging partners at Avalor to set up a local presence. The opportunity came in 2011, when Avalor partners joined two other large Swiss independent wealth managers to launch the firm TriLake Partners in Singapore.

One of Avalor's strengths lies in its ability to provide detailed analyses of portfolios spread over different managers and custodians. Done to raise client awareness, these exercises are often run as case studies that are tied back to financial markets in clear, easily understandable language.

"Clients find this approach quite refreshing," Jordan says. "It's one they're not used to." Avalor believes today's consumer deserves and wants better service. The firm's ideal client is one who wants to understand because understanding leads to trust, and trust leads to long-lasting relationships.

"At the end of the day, it's really very simple: we are purveyors of a very high-end product which places a premium on education," Jordan says. "Our firm's motto is 'Avalor: where the intelligent investor feels at home'." Having quietly built a solid base, Avalor and TriLake are now primed to selectively expand the business in their region and hope to put combined ambitions to work in this Year of the Pig.



(From left) Amaury Jordan, founding partner and Patrick von Koss, partner

**INVESTMENT AG AVALOR** TriLake Partners Wealth managers

Leading Independent Wealth Manager Seeks Experienced Private Bankers in both Switzerland and Singapore

Avalor Investment AG in Zurich and TriLake Partners Pte. Ltd. in Singapore want to selectively grow their teams of experienced private bankers.

Candidates should have an entrepreneurial mindset, an extensive network and a proven track record of successfully developing and nurturing long-term relationships with families and individuals who would benefit from our conflict-free, client-focused approach to wealth management.

At our firms, we believe that each family has a unique set of needs and circumstances. We believe that addressing these needs requires skills and knowledge which go beyond simply managing portfolios. We believe in aligning our long-term interests with those of the families we serve. We believe that the most valuable role we can pay is that of an independent trusted advisor, helping families and individuals to protect, preserve and grow their wealth.

Candidates should share these beliefs.

Avalor Investment AG is one of the leading independent wealth managers in Switzerland. Avalor's partners, together with those of two other large independent Swiss wealth managers, founded TriLake Partners Pte. Ltd., a bespoke practice in Singapore reflecting their values.

To find out more, please visit either [www.avalor.ch](http://www.avalor.ch) or [www.trilake-partners.com](http://www.trilake-partners.com). For a personal discussion, call Beat Schädler in Zurich at +41 43 443 8383 or Lucie Hulme in Singapore at +65 65 130 121.

Founded in 2011 and regulated by the Monetary Authority of Singapore, TriLake Partners Pte. Ltd. holds a Capital Markets Services Licence for fund management under the Securities and Futures Act (Cap 289).