

This Issue

A Message From Our Team, Low Risk Product Seminars in East Africa, Cooperation With COLEACP, Outstanding Performance Price In West Africa And Sineria's Corporate Social Responsibility

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In this issue we would like to start with a message our team, followed by Low Risk Product Seminars in East Africa, our cooperation with COLEACP and Sineria's corporate social responsibility.



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A note from the Team

The vision of Sineria Industries Ltd is to protect the natural soil and environment in its entirety in order to produce nutritious crop through quality manufacturing. In recent years, Sineria has emerged as one of the leading private research and marketing companies of low residue products.

Very dedicated and trained personnel, who look for a better approach towards the nature and health, are joining the Sineria team at an intensifying rate. With our short and simple study program, we can teach farmers and help them with easy steps to implement features of sustainable agriculture, together with non-farming associates.

Sineria's extensive educational and training programs are based on sharing the knowledge we have acquired, mainly on: soil types and nutrients deficiency, better and safer crop protection, weather conditions approach, season, seeds, our products usage, agricultural guidance and leadership skills. Our training programs together with our successful seminars increase the awareness of sustainable agriculture.

Our Research and Development efforts are directed mainly to fertilizer application technology and innovative low risk and low residue products. Our new novel bio insecticides and herbicides are designed by field experts and tested by accredited bodies of the agricultural sector.

During the 1st and 2nd quarter of 2015 Sineria Industries Ltd, along with many other companies situated in or related to Cyprus, went through a major financial instability. The banking crisis in Europe and specifically in Cyprus, was one of the most challenging financial crisis we went through. For a painful period of time our long term associated banks have been shut down. Thanks to our raw material suppliers and vast client support we have managed to cross this financial disaster safe and stronger than ever. I want to thank each of our partners who has supported us during this time of uncertainty.

The crop protection business is an important component of Sineria's agricultural business segment. It covers R&D, product registration, generating toxicological profile for agriculture and public health use, pesticide formulating and re-packaging and brand marketing.



During 2014 and 2015, Sineria also accelerated its strategic expansion by continuing to highlight the industry chain in the business of plant protection products and especially nutrition, a move that helped intensify our industrial presence and overall strength.

While maintaining the growth of our core business, we also reinforced our capacity in technology service, network management and business development. We have worked out and provided solutions for such major crops as soybeans and cotton by applying Sineria's crop protection products and knowledge.

The end of 2015 is rapidly approaching, as always I would like to express my gratitude to all our customers and business associates for the continuance of our mutual beneficial business relationships. The past year has been a turbulent year with the economic crisis and political crisis still present in some part of our key regions. We are happy that Sineria has managed to perform well and we are confident to continue this trend in 2016. We wish the same to our partners. In 2016 we plan to continue improving our services and invest in new biological and environmental friendly products.



Warm Regards,

Team Sineria



Low Risk Products To East African Horticulture Farmers

In the month of September, Sineria in collaboration with its Kenyan partner, Amiran Kenya ltd., lead a four day technical seminar and field days. The focus was on Low Residue and Low Risk products.

The seminar was attended by the key production sector of the vast horticulture industry of Kenya.

During the seminars and field days, Sineria's team has focused on the low risk product line among them Botanigard ES, Saf T Side, Levo 2.4 SL, Bio T Plus and PhytoProtect EC.

Amiran Kenya's Chief Agronomist, Wilfred Kinoti, advised that Amiran Kenya, sees it as their priority to deliver know-how and expertise about the use of low risk products that can be incorporated successfully with IPM systems. Mr. Kinoti pointed out that Sineria is one of their dedicated technical partners in helping to achieve this goal.



Benin Outstanding performance price 2015

Challenges BJ Sarl empowering cotton farmers in Benin

In a ceremony that took place at Sineria's regional Headquarter in the Netherlands, Mr. Thomas A. Sossa of Challenges BJ Sarl received the Sineria award for 'Outstanding Performance 2015' for the company's performance in Benin during the season of 2014-2015.

Challenges BJ Sarl is a unique company dedicated to the well-being and education of rural communities that do not have access to production resources and education.

Mr. Thomas A. Sossa, the founder of Challenges BJ Sarl, established a non-government organisation (NGO), ONG VISION PENTECOTE which has been established since 2000. It is a pan African not for profit organization which has as main vision and objective civil education and rural empowerment based on fate in GOD. Furthermore, they provide agricultural education to counties that otherwise would not have access to such education or could not afford it.

During the cotton season of 2014-2015 Challenges BJ Sarl managed to deliver know-how and useful products for affordable prices to the Cotton Industry that had previously been neglected. The efforts of Challenges BJ Sarl contribute to a higher yield performance and improve the well-being of thousands of farmers in Benin.

One of the key products used by Challenges BJ Sarl is Sineria's state of the art insecticide CUTTER 112 EC™ that has been tailor-made for small scale cotton farmers. CUTTER 112 EC™ provides a cost effective control of wide spectrum of damaging pests that previously required class I and class II dangerous products.



Coleacp Collaboration

During the agricultural season of 2015, Sineria increased its partnerships working with key organisations, including COLEACP, in its efforts to promote sustainable development and welfare in African countries.



COLEACP (Europe-Africa-Caribbean-Pacific Liaison Committee) is an inter-professional association that promotes a sustainable horticultural trade, and links ACP producers/ exporters and EU importers of fruit, vegetables, flowers and plants. PIP is a European cooperation programme managed by COLEACP, which is financed by the European Development Fund and implemented at the request of the ACP (Africa, Caribbean and Pacific) Group of States.

Within the framework of the PIP Programme, Sineria has collaborated in a series of trials with bio-control products. Sineria's bio-pesticide product Levo 2.4 SL™ was included in an extensive series of trials implemented by COLEACP-PIP in Dakar, Senegal.

The results suggest that Levo was effective in controlling broad mite (*Polyphagotarsonemus latus*), leafhoppers (*Jacobiasca* sp.), aphids (*Aphis gossypii*) and whiteflies (*Bemisia tabaci*) in peppers Fig. 1, 2 and 3.

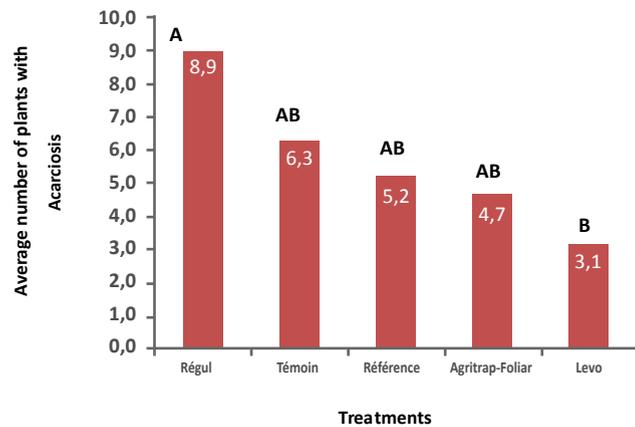


Fig. 1: Average number of pepper plants with Acariosis

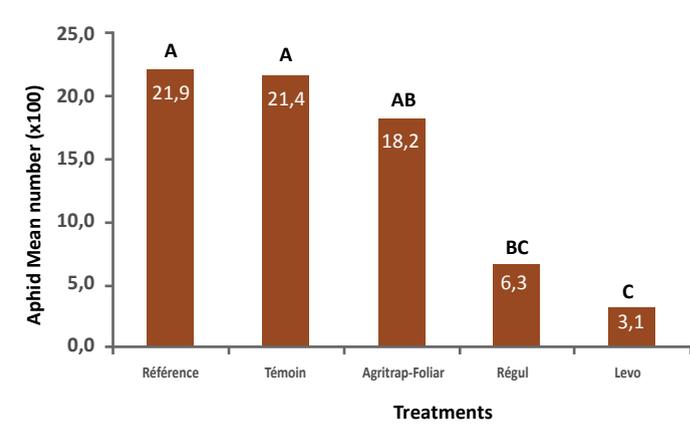


Fig. 2: Number of aphids as a function of the different treatments

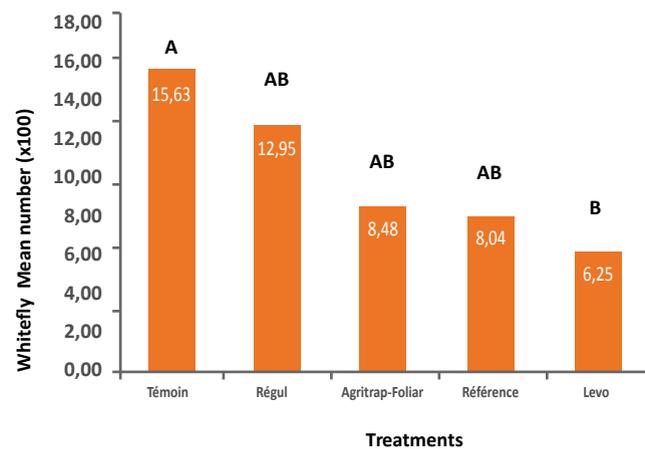


Fig. 3: Number of whiteflies as a function of the different treatments

*Data from Micro plot trial, Senegal 2013. Results published in the PIP report dated September 2013



Sineria Corporate Social Responsibility

Our Corporate Social Responsibility strategy is driven by the aim to ensure the positive impact of our business on the society and the welfare of people.

We believe that responsible business is good business. We know that today's consumers demand high standards from the companies they support. Working to protect the environment and setting ourselves with high standards for supply chain management helps us to identify new business opportunities, reduce costs and risks, ensure customer loyalty and attract the best employees.

Sineria Long-Term Corporate Social Responsibility Strategy

Our strategy is intended to keep pace not only with our dynamic business, but also with our broader environment. Sineria's global strategy for Social responsibilities, which was set in 2008, focuses on three key areas.

- Environmental impact – Deliver safer products to the market place.
- Community giving - to donate our products, expertise and money donations to support and enhance the work of charitable organisations.
- Education - Improving awareness and knowledge on sustainable agriculture.

This strategic focus and its objectives constitute a clear route for our Social Responsibility journey. We will continue to drive the development and continuous improvement in our social activities in line with our overall strategy.



Sineria's support of the communities where we have an impact has prioritized educational, environmental and cultural projects.

Sineria's affiliate in Kenya, Sineria East Africa, has started supporting a charitable project called **Kenya Children's Home**.

The primary **goal** of **Kenya Children's Home** is to restore hope and provision of basic needs to orphans and vulnerable children in Kenya. **Kenya Children's Home** takes care of destitute, orphaned and abandoned children. The objectives are to rehabilitate the children with interpersonal development skills through education, medical care, building of their self-esteem and social living skills.

Sineria's staff is proud to be part of this charitable mission by empowering the local families with small business skills so that they can improve their income in readiness for the reintegration of the children back into the community.

The project has a **feeding program** where it ensures that children get a well balanced diet and three meals a day. Sineria contribution allow this project to broaden and bring hope to many more children and families.



Effective Distributor Support

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SINERIA INDUSTRIES LTD.

BIO-T PLUS
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