



دبانه وشركاه
DEBBANE & Co.

October 10th, 2011



Debbane & Co. History

YEAR ESTABLISHED: 1976

- ▶ 1976 Homs: Warehouses, financial and management
- ▶ 1977 Damascus: logistics + tenders
- ▶ 1985 Baniyas
- ▶ 2000 Aleppo
- ▶ 2004 Qamishli
- ▶ 2007 Tartous
- ▶ 2008 Lattakia



Debbane & Co. Vision

Together for a Better Agriculture

To achieve sustainable growth for our shareholders, suppliers and clients through close relationship with the growers and dealers.



We achieve our vision through

- ▶ Professional team of agronomists providing extension services.
- ▶ Fully developed trials and demo stations.
- ▶ Continuous training and seminars to our distributors network.
- ▶ Seeking continuous innovation and leadership in the agriculture field.





Mid area



South area



Coastal area



North area



▶ Founder:

RAPHAEL DEBBANE

▶ CEO:

ETIENNE DEBBANE

▶ Vice president:

MOUNIR HADDAD

▶ Board Rep.:

SLEIMAN MENASSA

▶ General Manager:

ELIAS SALHANI

▶ Pesticides manager:

MONA SHADID



Debbane Staff

85 of whom 42 Agronomists:

- ▶ **6 Product Managers**
- ▶ **8 Crop Managers.**
- ▶ **28 Sales & Technical engineers.**



Debbane Presence

- ▶ 7 Main branches: Damascus (HQ), Homs, Aleppo, Qamishli, Banias, Lattakia & Tartous.
- ▶ 4 Experimental Stations (Rimal, Akkar, Daraa, Hama).
- ▶ 6 W/H's with central one in Homs.
- ▶ local formulation facility in Southern area.



Debbane Offices in Syria

DAMASCUS BRANCH:

P.O. Box: 3568

Tel.: + 963 11 333 9191

Fax: + 963 11 332 14 33

HOMS BRANCH:

P.O. Box: 242

Tel.: + 963 31 2758 002/3

Fax: + 963 31 2759 887

ALEPPO BRANCH:

Tel.: + 963 21 446 91 25

Fax: + 963 21 446 91 26

BANIAS BRANCH:

Tel.: + 963 43 71 03 08

Fax: + 963 43 71 76 90

LATTAKIA BRANCH:

Tel.: + 963 41 451 984

Fax: + 963 41 687 5601

TARTOUS BRANCH:

Tel.: + 963 43 631 604

Fax: + 963 43 631 605

AL-QAMISHLI BRANCH:

Tel-Fax.: + 963 52 433 320



DEBBANE IN NUMBERS

- ▶ **850 Dealers / Whole sellers.**
- ▶ **85 Leading international suppliers.**
- ▶ **Over 400 Agricultural products.**



Sister Companies



Damascus Modern Office for Agriculture
& Construction



Agencies for trade & Agriculture:
For Tenders



Debbane Store for Public Health

Al Hayat nursery: State of the art seedlings
production



LINES OF BUSINESS

- ▶ Pesticides: (Agriculture and Public health).
- ▶ Fertilizers (Granular, soluble and foliar).
- ▶ Seeds (GH and Open field).
- ▶ Equipments (Irrigation systems, foggers, and ULV).
- ▶ High Tech: Early Warning Systems (GSM), Frost Warning Systems, Data loggers.
- ▶ New project (Al Hayat nursery)
- ▶ Organic farming (Bumble bees, Beneficial insects, Bio-pesticides...

Website: www.debbane.com



MAIN PESTICIDE SUPPLIERS

- ▶ **BASF**
- ▶ **BAYER CS**
- ▶ **BAYER ES**
- ▶ **CHEMINOVA**
- ▶ **CHEMTURA**
- ▶ **DOW AGROSCIENCES**
- ▶ **DUPONT DE NEMOURS**
- ▶ **INDOFIL**
- ▶ **NIPPON SODA**
- ▶ **SALDECO**
- ▶ **SIPCAM-OXON**
- ▶ **TAMINCO**



3. Debco Comparative advantages

- A. Quality Products**
- B. Superior Services**
- C. Actively Introducing new technologies and service**
- D. Effective Marketing & Promotional Events**



A. Quality Products

- Focus on products from the most reputable sources (Multinationals).
- Understand the products well in all its features
- Never sell a product that is not fully tested in the local environment, to secure farmer satisfaction



B. Superior Services

- ▶ **Unique Tech support (pre & post sales)**
- ▶ **Tailor-made packages**
- ▶ **Crop protection awareness:**
 - ▶ **books and field guide, SMS...**
- ▶ **Scientific trials**
- ▶ **Demo trials & Field days**
- ▶ **Sustain delivery**



B. Superior Services



B. Superior Services



B. Superior Services



B. Superior Services

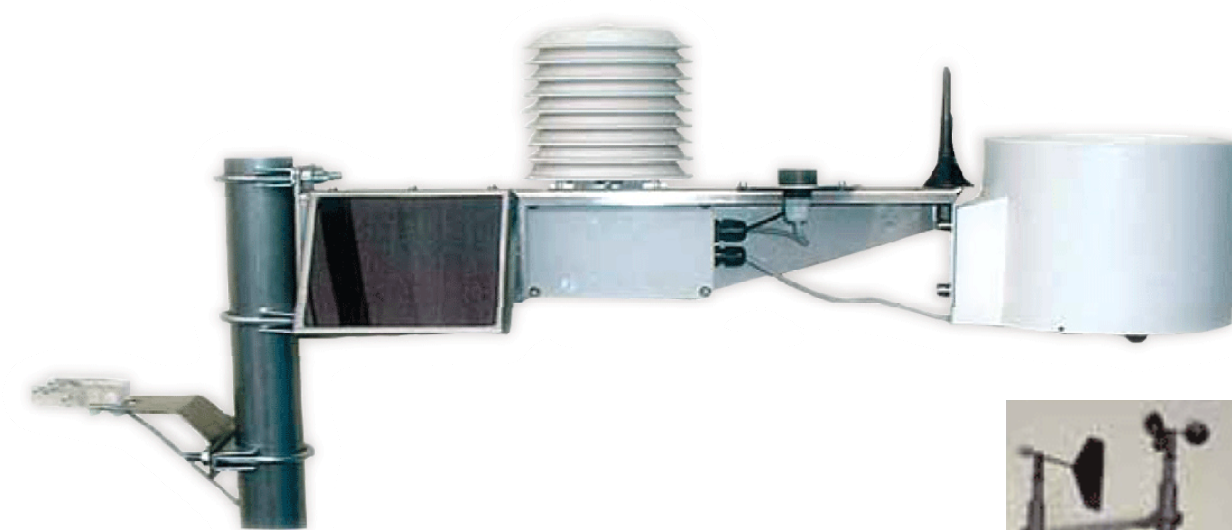


C. Actively Introducing new technologies & services

- ▶ Offering to MOA and Installing eight early warning Rust disease detection systems (See photo)
- ▶ Introducing organic products & services (Bumble bees, pheromones, natural predators etc.)



C. Early Warning Rust Detector System



D. Effective Marketing & Promotional Events

- ▶ **Workshops**
- ▶ **Exhibitions**
- ▶ **Conferences**
- ▶ **Cooperation with governmental universities**
- ▶ **CropLife-Syria: Debbane established
CropLife-Syria in 2006**



D. Effective Marketing & Promotional Events





Bayer CropScience

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DEBBANE & Co.



Thank You.

