make it grow

Are you ready for the Artificial Intelligence in Ag?

DR. KHALED SHALABI

Have you heard about the iControl Standard panel?

Western

THE FUTURE IS TODAY

www.western-irrigation.com

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make it grow

july 2019
nº 7

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Alkhorayef Irrigation Solutions

A WORD FROM THE CEO

JOSÉ FERNANDO TOMÁS

The seventh edition of our magazine MAKE IT GROW is now here, and on this occasion we are going to dedicate it to the impact new technologies are having on the agricultural sector. Because, just as we have commented in earlier editions, the world is facing the greatest challenge of our history: it is estimated that the world population will reach 9000 billion in the year 2050, from its current level of 6000 billion, so that it is expected that demand for food will grow in at least the same proportion, and thus to meet this increased demand, producers must employ all the technologies they can, but above all those related to the use of water, a scarce resource which is going to be become much more appreciated than it is now.

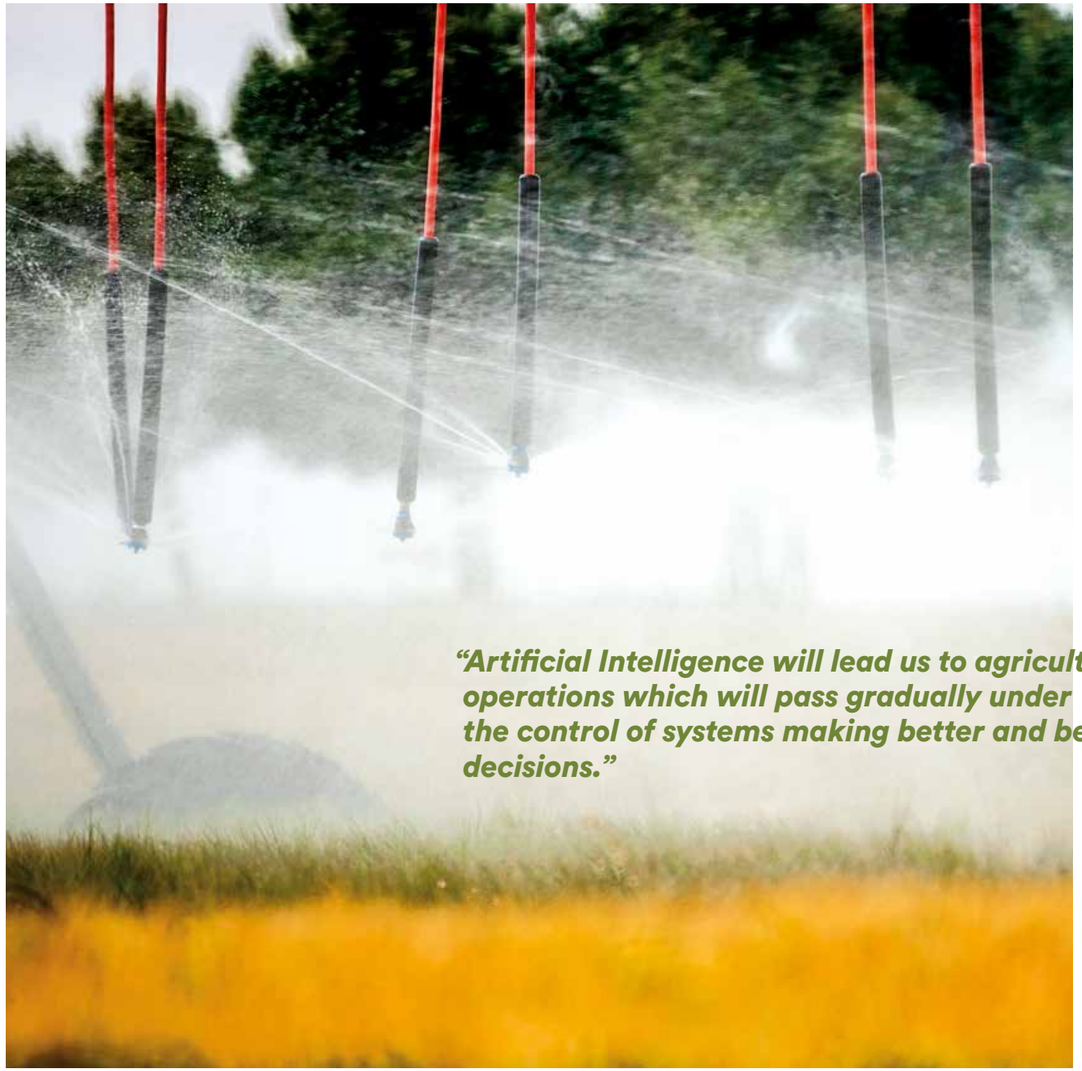
This is the true challenge society has to grapple with in this century: all actors need to understand that agriculture will become the most important sector in the economy, and will have a direct impact on attaining the food security which every country must envisage as its principal objective.

In this edition, we are going to explain how our remote control equipment, iControl Remote (iCR), in either of its wireless or 3G versions, is the device that every owner of a central pivot belonging to our brands WESTERN or PIERCE, or any other brand, ought to install to operate their irrigation installation in the most efficient way possible. The iCR platform allows all the parameters of the central pivot to be controlled and monitored at a distance, and it is also possible to connect a weather station to report the climatic conditions around the crop at each moment, so that efficient irrigation decisions can be made upon the basis of its needs in real time.

"The agricultural investors of the future will be highly demanding in their operations, and will want to minimize the production risk by using technologies."

The agricultural investors of the future will be highly demanding in their operations, and will want to minimize production risk by using technologies that have been successfully developed in other sectors, but applied to agriculture. We will see how this capital-intensive agriculture will produce an effect of concentration, with a progressive fall in the importance of small farmers. And, as a consequence of all this, we will see little by little how artificial intelligence will lead us to agricultural operations which will pass gradually under the control of systems making better and better managed, will become more profitable, and where the direct role of the human being will be ever smaller.

However, to reach this state of development, some years of hard work still lie ahead. In the meantime, you can be sure that AISco will continue to offer you our best advice through our Project Engineering Department, supporting execution through our Project Managers, supplying the best agricultural and irrigation equipment, and guaranteeing the best installation and maintenance for your machinery, either directly or through our distributors, companies and partners. In short, **lifelong solutions...**



How to save money adjusting the pumping pressure to the pivot's pressure needs.

Up to 30% additional reduction in the energy cost of irrigation thanks to adjustment of the pumping pressure to match the pressure in the pivot's watering at each moment

When we tackle improving the efficiency of an irrigation facility, or any other process, it is key to focus on the objective of reducing the waste taking place at each moment. By waste. we mean all consumption that does not enhance the added value of the production and which, moreover, is unnecessary. The quality and quantity of the final product will be the same if we do not incur that cost. It is also important to realize that the level of waste of a resource need doesn't remain constant over time, so that dynamic adjustment is necessary to reduce the total cost to a minimum. A "very good initial adjustment" and the hope it will remain optimal throughout the time of operation is not enough.

Emiliano Muñoz Vicente
Proxima Systems
CEO

Speaking of irrigation, there are two resources which are wasted to a greater or lesser extent, and which are closely related: the amount of water applied and the pressure with which it is applied. As all of us know, the two parameters converge upon a single cost: energy. In this article, I'm going to focus on how to ensure that the water pressure is what is strictly necessary at each moment, not one kg/cm^2 higher or lower than that strictly necessary to yield uniform irrigation.

For installations that do not yet have a VFD (Variable Frequency Driver), everything will depend on how well the design fits the conditions of use at each moment. Other that opening/closing the gate valve, no adjustment which could reduce the power consumed by the pump when demand is below its nominal rating is possible. In practice, this regulation does not offer significant improvements.

"Dynamic adjustment is necessary to reduce the total cost to a minimum. A 'very good initial adjustment' and the hope it will remain optimal throughout the time of operation is not enough."

Once we decide to take measures to reduce energy consumption to the minimum, installing a VFD to govern the operational regime, and thus the power consumption of the pump, becomes indispensable. A sensor installed at the pump outlet feeds the water pressure back to the VFD, so that it is possible to establish a pressure setpoint which the VFD will ensure remains stable. This mechanism already produces savings by adjusting consumption to the flow demanded at each moment: higher flow demand makes the pipe pressure fall, so the pump increases its rate to offset this, and vice versa. The above is good enough for estates without major differences in elevation, and always watering with the same flow; for instance: a farm with several pivots always functioning simultaneously and height differences of less than 5 meters. There is one detail which cannot pass unnoticed: the pressure setpoint is fixed for the case in which all the pivots and sectors of solid set which can be supplied simultaneously by the pump are watering at the same time, to offset the fall in network pressure caused by this maximum flow. In practice, it commonly happens that not all the pivots and sectors are always watering simultaneously, while the pressure setpoint in the pump does remain constant.

Let us think now of a more realistic scenario: a farm with height differences of 20 meters or more, several pivots irrigating at different moments and certain sectors of solid set at different heights. With a VFD, normal practice is to define a pressure setpoint which guarantees uniform irrigation at the highest point of the farm and covering the case in which all the pivots/sectors which can be simultaneously supplied are

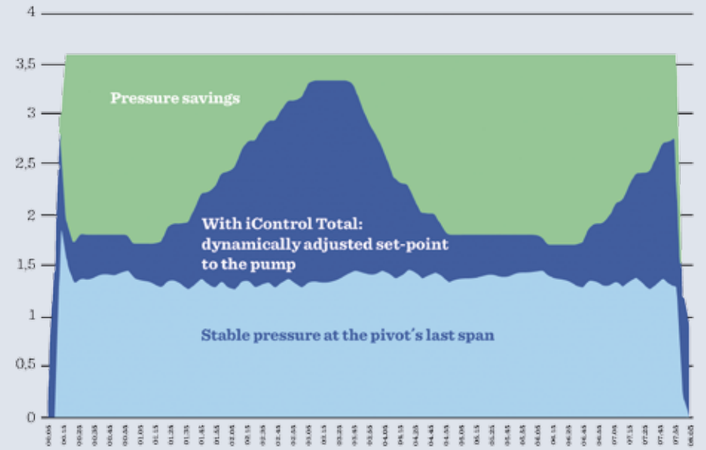
> "The iControl Total pump controllers incorporate a continuous adjustment functionality into the pump pressure setpoint."

proXima systems

watering. In the majority of cases, this pressure will remain constant year after year. In this example, it is easy to visualize how, depending on whether higher or lower zones, and more or fewer pivots or sectors of solid set, are being worked simultaneously, much of the time, a pressure higher than that strictly necessary is being delivered. Well, if we sketch a horizontal line which depicts the fixed pressure reaching the end of a pivot from the pump, and another dashed line underneath showing how many meters below the maximum elevation in the field we are irrigating at each moment, and shade in the area between these two lines, then this shaded area is the wasted pressure=energy=cost (see graphic). In response to this, some people have told me that they have pressure regulators on their network and that this is sufficient. Not true. Once the pump has generated the pressure, we have already consumed the electricity, and however much we reduce pressure afterward by 3 kg/cm², the cost has already been incurred.

The solution to what has been described above is simple. The iControl Total pump controllers, in addition to looking after supervision, remote control and programming pumping and fertigation, incorporate a continuous adjustment functionality into the pump pressure setpoint, and this is what makes the difference: this setting is fed by the instantaneous pressures measured by the sensors on the last span of each pivot and the valves for the solid set sectors (instead of using only the pump outlet pressure, as usual). This means that at some moments, pump energy consumption will be that for the maximum pressure set, namely while irrigating the highest areas, and the rest of the time it is supplying one, two, three or more kg/cm² below that fixed setpoint. The amount of the saving depends fundamentally on the differences in elevation between different parts of the ground and the dynamic level of the well. Thanks to this functionality, on real facilities, iControl Total controllers are saving between 10% and 30% of the energy consumption, which in the majority of cases, allows the investment to be recouped in a few months.

Without iControl Total: fixed pressure set-point to the pump



Are you ready for the Artificial Intelligence in Ag?

Artificial Intelligence "AI" means the demonstration of intelligence by machines. AI was founded as an academic discipline in 1956, and business felt it when early computers gave retailers the power to order sales data on an unprecedented scale.

AI has become more useful for most companies during the last 10 years when lower-cost computational power and more sophisticated algorithms intersected with the vast data sets that could be harvested from the internet and other resources.

Dr. Khaled Shalabi

Ph.D & MBA

Global Development & Marketing Director – Alkhorayef Industries Co.

Talking about AI field, it includes General Artificial Intelligence when simulating human -level cognition in taking complex decisions in varying contexts. Singularity when machines powered by AI will be able to surpass all human intelligence. Narrow Artificial Intelligence which is applied to a single defined task such as language translation. Machine Learning when computers are able to detect patterns and make predictions and recommendations or prescriptive based on algorithm that learns from data or experience.

Machine Learning has different types of algorithm such as supervised and unsupervised learning, Neural Networks, Robotics and Natural Language Processing, based on the type of data, inputs and required outputs, (IESE-2018).

"Precision agriculture and robotic systems will allow farms to be more profitable, efficient, safe, and environmentally friendly. As precision agriculture (PA) becomes bigger and farms become more connected in the coming years, efficiency and productivity will increase consequently."

AI in Agricultural

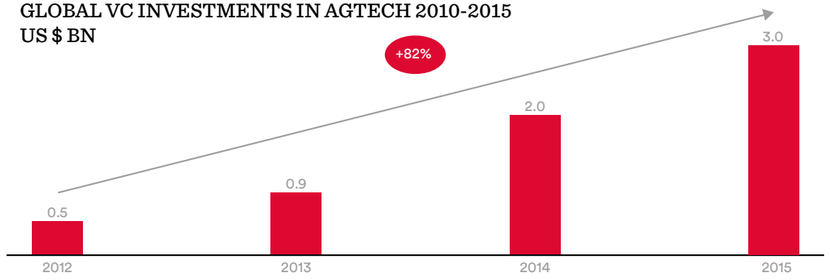
In the agriculture sector the world's population is expected to grow to almost 9 billion by mid-century and may peak at more than 11 billion by the end of the century. To meet demand, agriculture will need to produce almost 50 percent more food in some areas of the world while in sub-Saharan Africa and South Asia, agricultural output would need to more than double by 2050 to meet increased demand. In the rest of the world the projected increase would be about one-third above current levels, (FAO & UN).

The traditional way of managing cultivation, irrigation and fertigation versus water scarcities and soil depletion cannot deliver sustainable food and agricultural production. What is needed are innovative systems that protect and enhance the natural resource base, while increasing productivity. Also needed is a new standard that should be followed to overcome such challenges, so the Agriculture 4.0 is suggested.

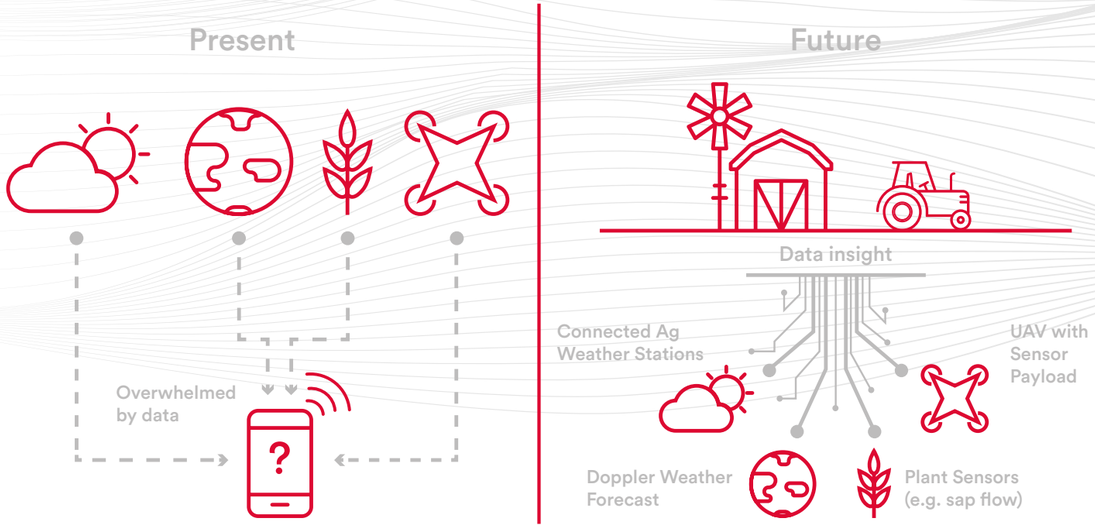
Agriculture 4.0 will no longer depend on applying water, fertilizers, and pesticides uniformly across entire fields. Instead, farmers will use the minimum quantities required and target very specific areas. It will be possible to grow crops in arid areas, making use of abundant and clean resources such as the sun and seawater, (World Government Summit).

Farms and agricultural operations will have to be run very differently, primarily due to advancements in technology such as sensors, devices, machines, and information technology. Farmers need to use sophisticated technologies such as robots, temperature and moisture sensors, aerial images, and GPS technology. These advanced devices and precision agriculture and robotic systems will allow farms to be more profitable, efficient, safe, and environmentally friendly.

GLOBAL VC INVESTMENTS IN AGTECH 2010-2015
US $ BN



Centrality of data insight in future farming solutions



As much as precision agriculture (PA) becomes bigger and farms become more connected in the coming years, efficiency and productivity will increase consequently. It's estimated that by 2020, over 75 million agricultural Internet of Things "IoT" devices will be in use: the average farm will generate 4.1 million data points daily in 2050, up from 190,000 in 2014.

For this reason, agricultural technology startups have grown more than 80 percent per year since 2012. Besides this, private investment in R&D increased from US$12.9 billion in 1994 to US$18.2 billion in 2008 (Beintema et al., 2012). Global private investment in R&D in agriculture and food processing accounted for about 21 percent of total R&D expenditures in 2008.

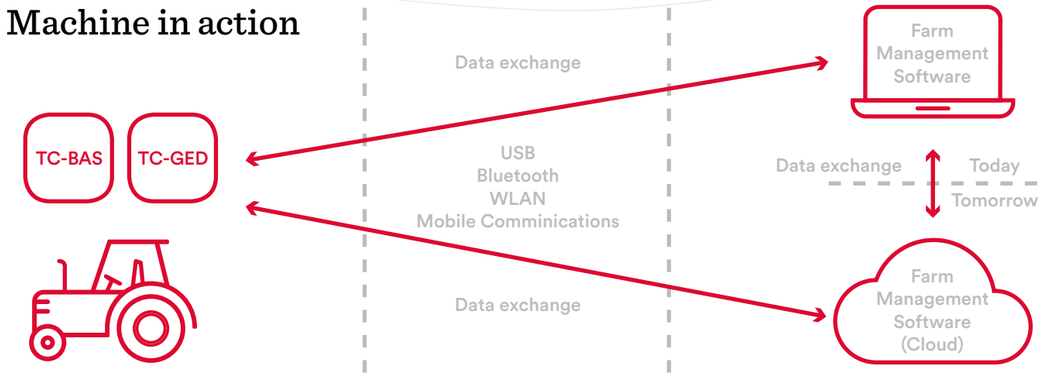
"The real promise of Agriculture 4.0 in terms of productivity increase resides in the ability to remotely collect, use, and exchange data."

Digitalization of Agriculture

The Industry 4.0 trend is seen as a transformative force that will deeply impact the industry. The trend is building on an array of digital technologies: Internet of Things "IoT", Big Data, Artificial Intelligence, and of digital practices: cooperation, mobility, open innovation. Beyond the introduction of new tools and practices, the real promise of Agriculture 4.0 in terms of productivity increase resides in the ability to remotely collect, use, and exchange data.

Challenges to adoption

The development of Agriculture 4.0 requires technological standards to ensure the compatibility of equipment. Indeed, given the lifespan of agricultural equipment, standards are a necessity to ensure that any technological choice remains interoperable with newer equipment and is supported over time by the manufacturers and other industrials.



"Alkhorayef Irrigation Solutions (AIS) invested during the last four years on developing the iControl, family including iControlRemote for pivot, iControlPump and iControlTotal for remotely monitored and controlled pivots, pumps and solid set systems".

The new challenge of Agriculture 4.0 is the need to have data **exchange and communication standards** that link the different systems together in a unified system covering all aspects of the agricultural exploitation. The Agriculture Electronics Foundation (AEF) is providing a framework for the cooperation of all interested parties under the leadership of the core members whilst maintaining competition amongst all members. The AEF supports standardization organizations such as the International Standards Organization (ISO). Another essential challenge in the adoption of Agriculture 4.0 is the ability of farmers t**o invest and to modernize their practices of production**. Finally, another important challenge in the adoption of the IoT in agriculture is the development of communication infrastructures in rural areas. Current wireless communication networks have been deployed with a B2C focus, having a strong emphasis on urban areas.

As we have seen, the ability to exchange and analyze data (often at the platform level) is key to the success of Agriculture 4.0. Thus, communication networks will have to be developed in rural areas.

Are you in or out?

Ongoing efforts are running from many agricultural manufacturers to produce equipment equipped with new devices for monitoring and managing the equipment remotely and to send its updated status and log information to the cloud in order to get analyzed and recommend to the farmers better farming management.

There are different products that have already released and available in the markets using GPS technology such as self-steering tractors and its implements. Another example is the mechanized irrigation systems such as center pivot which equipped with GPS heading option, allowing farmers to irrigate different sectors cultivated by different crops and also switching on EndGuns in the corners of the field.

On the same regard, Alkhorayef Irrigation Solutions (AIS) invested during the last four years on developing the iControl family, including iControlRemote for pivot, iControlPump and iControlTotal for remotely monitored and controlled pivots, pumps and solid set systems.

The 3G version of iControlRemote is released with wide range of features and options addition to its very friendly use. The data is transferred to the cloud either by using GSM or wireless radio. Farmers can monitor and manage the different type of the irrigation systems in their farm remotely to do better irrigation management and increase the return on investment.

iControl Standard

Have you heard about the iControlStandard panel?

For those who still have not heard of the iControlStandard panel, we can explain that this is the mechanical panel of the iControl series, with which your irrigation system can be controlled manually.

All of its operator controls are electromechanical devices, easily operated, with highly durable control knobs and buttons.

The panel incorporates high-quality electrical components and the most advanced technology, for effective supervision and administration of the irrigation of your crops.

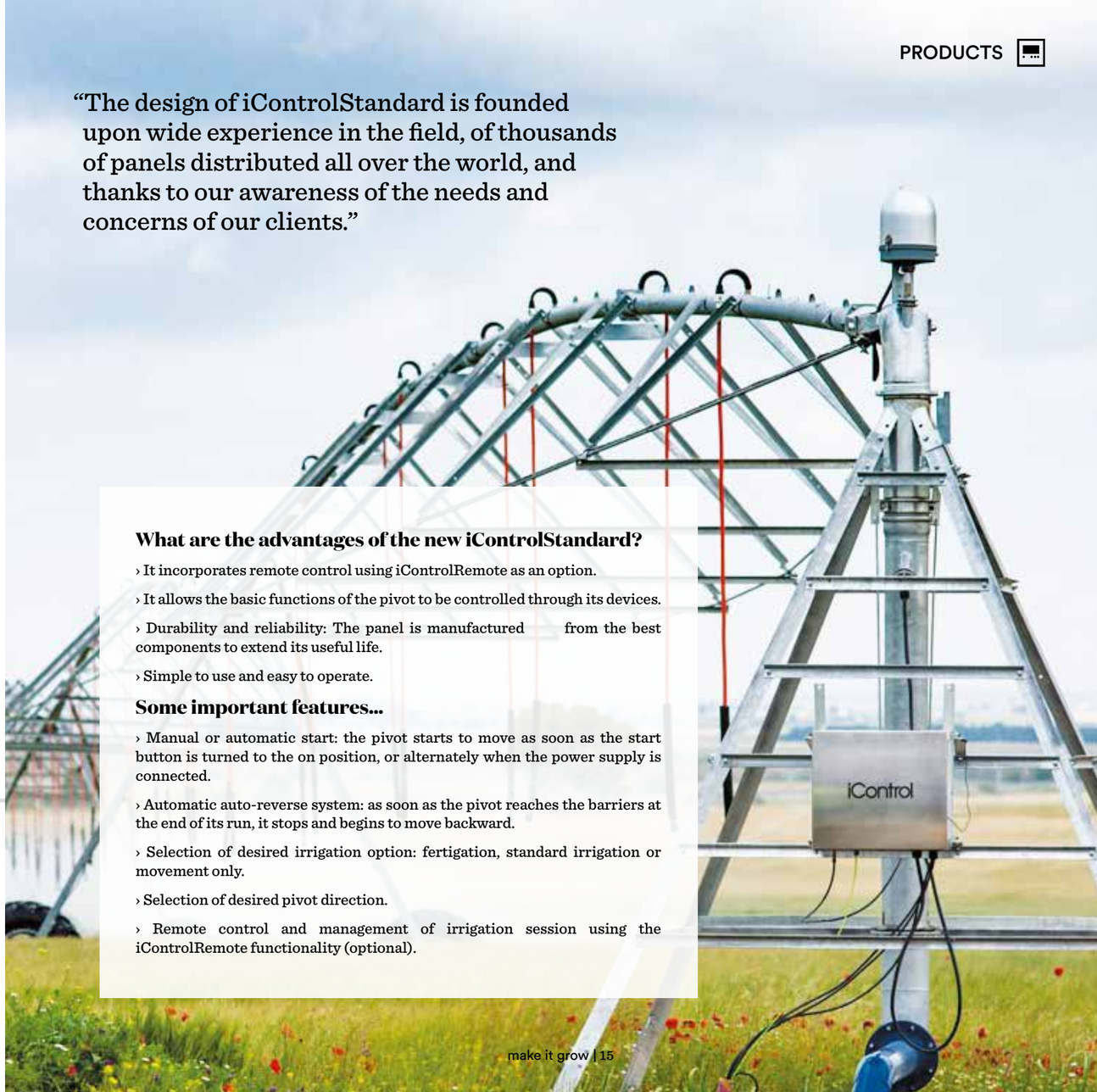
The design of iControlStandard is founded upon wide experience in the field, of thousands of panels distributed all over the world, and thanks to our awareness of the needs and concerns of our clients.

What is new in the iControlStandard?

Based precisely upon extensive field experience, our sales technicians identified the great need, as demanded by our clients, for the integration of telemanagement into irrigation systems. This is why our R&D team set to work to adapt this panel to the functionality offered by our iControlRemote telemanagement system.

As a result, the iControlStandard panel now integrates iControlRemote as an option, with no need for any further adjustment.

"The design of iControlStandard is founded upon wide experience in the field, of thousands of panels distributed all over the world, and thanks to our awareness of the needs and concerns of our clients."



What are the advantages of the new iControlStandard?

› It incorporates remote control using iControlRemote as an option.

› It allows the basic functions of the pivot to be controlled through its devices.

› Durability and reliability: The panel is manufactured from the best components to extend its useful life.

› Simple to use and easy to operate.

Some important features...

› Manual or automatic start: the pivot starts to move as soon as the start button is turned to the on position, or alternately when the power supply is connected.

› Automatic auto-reverse system: as soon as the pivot reaches the barriers at the end of its run, it stops and begins to move backward.

› Selection of desired irrigation option: fertigation, standard irrigation or movement only.

› Selection of desired pivot direction.

› Remote control and management of irrigation session using the iControlRemote functionality (optional).

Our experts'opinion about iControlStandard panel: Magdy M. Elsemary

Would you like to know more about iControlRemote? Our experts can tell you...

Magdy M. Elsemary belongs to the Development team of Alkhorayef Group, and is responsible for control, supervision and implementation of all the developments and improvements applied to control panels for irrigation systems. He has kindly agreed to answer some questions about the process of product development and improvement.

Why we decided to update the panel control

After market survey and many visits to customers around the world, the Development team decided to update the the functional design and aesthetics of the iControl Standard panel to make it standard for all business units , to ensure a high level of quality and make it more user friendly

What are the differences between iControlStandard and iControlBasic?

The goal of this task was to update iControl standard panel as follows:

• Change all terminations in panel to cage clamp terminations SIEMENS clamp cage terminal block.

• Update main components to new "Innovations" product line by Siemens

• Design new mounting system for control panels to help make installation easier in the field.

• Add wire ducting to improve internal panel aesthetics and presentation to the customer.

• Update to the universal "iControl" branding.

• Redesign the auto-reverse option wiring to simplify the option's operation for the customer and provide additional functionality for use with the iControl Remote product line.

How was the process to develop it?

• The use of cage clamp terminations reduces assembly time by eliminating the need to tighten screws and check their torque during assembly.

• The change to the new Innovations product line by Siemens maintains the cost level of the control panel as the old parts are phased out by the manufacturer, as well as providing the latest technology and improvements offered by Siemens.

• The new control panel mounting system is intended to greatly simplify installation of the control panel on the pivot point using a "keyhole" mount where a single person can mount the panel without additional help.

• The addition of wire ducting helps to hide the wiring between components in the panel and is intended to improve the internal appearance when viewed by dealers or customers.

• The updated iControl branding sends a message to the dealers and the customers that the panel has been improved and updated, as well as offers a "brand neutral" design so Pierce and Western can sell it with machines and as an aftermarket unit without brand-specific issues.

• Lastly, the updating of the auto- reverse option eliminated the need to have an Off-Auto-Dir switch, making the option easier for the customer and dealer and simplifying the overall operation of the panel. In addition, this option allows the system to be reversed using a pulse on the direction wire instead of requiring a dedicated option wire, freeing up a span cable wire for additional uses.

Overall manufacturing cost levels are maintained while also improving the product offered to the customer.

What challenges did you find during the developing process?

The biggest challenge we faced with developing the panel is keeping the cost reasonable and make the price difference between old version and new version not big

So the development team worked on quoting the panel components with different brands to get the best solution which is a good price and respectful brand

Want to know more? | A little bit about us

The Product Development Team is a team comprised of members of the company based in the USA, Saudi Arabia, Egypt, and Spain. We are responsible for taking the development initiatives given to us by the business units and turning them into a reliable product that can be offered to our customers around the world. As a team, we work together with you to develop useful products that have the features you need and your market demands. Our team has a strong background in mechanical systems, electrical systems, and software, allowing us to take an idea from conception to release using our combined in-house expertise and experience.

EMPOWERING THE AG WORLD

After the successful production of irrigation systems over years in Alkhorayef industries we developed the idea to assemble the generators needed for the pivot irrigation machines. As early as the 2000s we assembled them inside the Kingdom, and by mid-2000s our decision was to invest more in the generators domain. We entered the market as traders after obtaining agencies from some companies to test and study the market. In two years' time we began to assemble generators inside our workshops with the brand name of "GULFPOWER". As Alkhorayef Industries, we usually seek to achieve quality and we care about the application of the highest specifications.

Three years ago coming across the inspection of mega companies of KSA, certain concerns were triggered. At that time we moved the production line from the workshop to another location to take a bigger market share. We conducted studies on all competitors and manufacturers across the world and decided to work as per the latest technologies in the market, in terms of machines and equipment, as well as testing and measurement devices. We inaugurated the factory officially in the last period and began to produce sizes of not more than 700 KW as electrical power and our product became the biggest generator in the Middle East.

"In two years' time we began to assemble generators inside our workshops with the brand name of "GULFPOWER."

Now we have an integrated factory for the assembly of generators and the manufacturing of electrical and synchronization panels, in addition to production of generator containers, whether the sound-proof ones, the containers to protect from air and dust, or transport containers. Some clients wish the generator be installed on a carriage so that it is easily moved from one place to another. Our factory is now able to offer all solutions, including those related to military usages. Our facility produces normally 1,300 and maximum 4,000 Generator sets in annual capacity. (Available product range 32kva – 3000kva with various engine brands)

Alkhorayef Industries Company is ultimately keen to cope with the Kingdom's Vision 2030 and the National Transformation Program in all of its programs and strategies. He also noted that, with the issuance of new decisions, the Group founded a development department that was headed by a Saudi young man who is specialized in business development.

GULFPOWER
ELECTRICAL POWER GENERATORS

Nelson Irrigation End of Pivot Solutions

"The Nelson SR75 and SR100 series Big Gun® can provide over (30 m) of effective coverage beyond the end of the pivot."

Today, irrigating valuable land in the corners provides quick payback. The additional cost of an end of pivot sprinkler can actually lower the overall system cost per acre. Nelson Irrigation's engineers are providing innovations that reduce system costs and increase yields with better sprinkler performance.

Nelson offers the most complete line of options for end of pivot to meet the variety of needs seen, including pressure constraints and field obstacles such as roads, waterways, and farm buildings.

The Nelson SR75 and SR100 series Big Gun® has led the industry for well over 30 years and is synonymous with the best quality available. Their heavy-duty construction ensures long life and reliability and can provide over 100 feet (30 m) of effective coverage beyond the end of the pivot. It is the sprinkler of choice for growers wanting to maximize irrigated acres. These guns are generally paired with a booster pump to ensure proper operating pressure and also a valve for shutting off along the field edges. In these instances, Nelson recommends using their 800P control valve. This unique valve is normally closed so will not leak even under extremely low pressure situations and has the added feature of operating solely off of the pressure differential provided by the booster pump. An electric solenoid is not required which saves initial installed cost as well as provides considerably less maintenance and repair over the life of the center pivot. Nelson recently released a plastic version of the 800P valve: the 1000P valve is lower cost and is easier to clean and maintain.

"The R55 VT and R55i VT end of pivot Rotator® are increasingly being used when water and/or pressure is scarce, or reduced wetted radius is preferred."

The R55 VT and R55i VT end of pivot Rotator® sprinklers are increasingly being used either as a secondary sprinkler operated in conjunction with an end gun, or as a standalone option when water and/or pressure is scarce, or reduced wetted radius is preferred. A secondary end gun can pick up extra acres as the pivot enters/exits the corner, and around obstacles. R55 VT and R55i VT are half-circle Rotator® sprinklers that operate in the 15-60 PSI (1.0-4.0 bar) range and can provide up to 55 feet (16.8 m) of effective radius. It can be mounted upright (R55VT) for maximum radius or inverted to reduce distance. The R55i VT inverted sprinkler has proven to be very effective at flushing debris that might gather at the bottom of the overhang as well. It is beneficial for providing end of pivot protection in wind-blown desert environments and helps create end of pivot cooling effects in extreme heat environments.

The R75 is a high-uniformity sprinkler based on field proven Rotator® technology to ensure long life even in abrasive water. It offers up to 70 feet (21 m) of effective radius and operates from 25-60 psi (1.75-4.00 bar). The R75 can be used by itself or as a highly effective secondary sprinkler with an end gun for long pivots and corner machines with extremely high water demands. It is available in a low pressure version R75LP.

When you want to increase irrigated acreage on the end of your pivot, consider Nelson's end of system solutions. Save water, save energy, and do a better job of irrigating.

"The R55i VT inverted sprinkler has proven to be very effective at flushing debris that might gather at the bottom of the overhang as well."

"The R75 is a high-uniformity sprinkler based on field proven Rotator® technology to ensure long life even in abrasive water."

NELSON
NELSON IRRIGATION CORPORATION

EVENTS

JANUARY

The first event to take place during the first half of 2019 was the general meeting of the Agricultural Division of Alkhorayef Group, which took place at its head offices in Saudi Arabia. The general managers of all the Business Units of the Division attended, as did the area managers for each one of the Service Units: Development, Marketing, Finance, Production, Logistics and IT. In the working sessions, chaired by Mr. Abdullah I. Alkhorayef, CEO of Alkhorayef Group, and by Mr. José F. Tomás, CEO of the AIS irrigation division, the results for the year 2018 were presented, and the guidelines to be followed for the next few months were established.

FEBRUARY

We began the international fair campaign in the month of February, participating in SIMA in Paris, France. This event is biannual and is one of the most important exhibitions in Europe, with the participation of 1800 companies from 42 countries. The AISco team participated with a stand, where it met up with visitors and friends who approached to find out about the latest novelties offered by Western at first hand.

MARCH

Our Pierce team participated in the most important agribusiness fair in Argentina, EXPOAGRO. On this occasion, there were 400 exhibitors. Pablo Kozyra, responsible for the Argentina market, was present throughout the fair, accompanied by the local distributors Riego S.A. and Siasa. Thanks to everybody for this fantastic show!

APRIL

The 2019 edition of the International Sustainable Irrigation Expo (https://www.eirsmx.com/) managed to bring together the leaders of the irrigation industry at the Querétaro Congress Center from April 1 to 5. On April 1 and 2, the Educational Program EIRSmx 2019 was conducted, with a total of 35 talks given by the exhibitors. As was to be expected, our Pierce team participated very actively in this cycle of talks, over the three days of the exhibition, a total of 6650 visitors with specialist profiles in the sectors of agribusiness, hydraulics, landscaping, irrigation system installers, etc., attended.

Under the auspices of both events, Pierce received an award from EIRL for its track record and innovation in the irrigation industry, for its pioneering work in carrying out irrigation projects which raise profitability for the client while also ensuring conservation of the environment and sustainability.

MAY

May is the big month as far as agribusiness events and fairs are concerned. Western participated through its local distributors in several fairs in countries like Romania, Azerbaijan and Uzbekistan. Let's start with the Agriplanta fair in Romania. Our distributor Ria Agri Solution https://www.western-irigatii.ro/ took part in this edition with a stand in the field and a pivot span specially designed for this event. Many thanks to the whole team, and particularly to Mr. Ionut Babo for supporting Western in the Romanian market.

CaspianAgro Show (https://caspianagro.az/) in Azerbaijan is one of the largest and most visited exhibitions in the region, whose objective is to promote sustainable agriculture, the application of technology in the agribusiness sector in the Republic of Azerbaijan and the interchange of best practices. The Western distributor in the country, CMH Ltd. led by Cenk O. Şeran, member of the board of directors, and Guray Gynaydin, Business Development Manager, took the opportunity to meet with clients and visitors, including farmers, distributors and representatives key to its business.

Once again, Western and Pierce have been present at the most significant events around the world. We feel very proud of everybody's participation and we would like to thank all our colleagues, visitors and friends who supported us at these fairs.

Thank you!

New member on board!

Mohamed R. Awad

Digital Marketing Specialist

"Build a very unique reputation for the brand which can drive conversion and customer loyalty to achieve both business targets and personal long term goals."

Being a part the digital marketing industry is a very competitive and challenging opportunity. It requires high skills to look for the newest every day and up to date and to be always striving and have the passion to add a value into everything you are doing and build a very unique reputation for the brand which can drive conversion and customer loyalty to achieve both business targets and personal long term goals.

Over the past seven years, I started to gain as much as experience and skills, until I finally ended up with extensive digital industry knowledge and highly skilled in conceptualizing and implementing innovative digital marketing initiatives to boost market impact and expansion, I am committed to exceeding expectations with a deep understanding of various marketing channels like social media and other digital platforms and a proven record of developing and executing all facets of successful digital marketing campaigns.

When I was invited to attend the interview, I searched about the company, I went through the company portfolio and heard of company's enthusiasm for encouraging employee growth through education and training. So I took my decision to fight for this position to join such innovative team, continue to create great work, and grow within the company by learning new skills and gaining new experience. To be honest, at the beginning I thought that I am going to experience difficulties as this is a new industry and it was never came to my attention to be a part one day of Agriculture and irrigation sectors. But, after few days I found all support, cooperation, team harmony, comfort and the friendly environment that I can do my best and make a significant impact on the business. So, let's transform business vision into reality.

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