



New joint venture SQM STAR officially launched in China

SQM STAR, the joint venture formed by **SQM** and Qingdao Plant Protection Star Technology Co., Ltd. has officially been inaugurated in Qingdao, Shandong province, China on March 31st. The purpose of this new business alliance is to produce, to distribute and to commercialize soluble NPK **Specialty Plant Nutrition** solutions in China.

SQM STAR offers the Chinese agricultural market perfect crop solutions which are based on SQM's international technical expertise and our ability to create tailor-made products and services for our customers.

SQM STAR's product line has a flexible setup to meet the needs of each crop and customer, ranging from macro- and micronutrients to solutions by stage and by crop. With this inauguration **SQM STAR** consolidates its market position with the commitment to deliver quality products as well as customized nutrition solutions.

The ceremony was attended by executives from both companies, customers and distributors, and was enriched by the honourable presence of Liu Guodong, the Governor of Jimo (city in the Shandong province where the **SQM STAR** production facilities are located). **SQM** thus reaffirms its commitment to contribute to the development of local agriculture in China, and, brings within reach of a great number of clients the company's broad product portfolio as well as its technical and professional expertise.





From left to right: Li Xiang (General Manager **SQM STAR**), Olaf Rietveld (**SQM** Sales Director Asia Pacific), Liu Guodong (Governor of Jimo City), Frank Biot (**SQM** Commercial Vice President Specialty Plant Nutrition) and Wan Taibin (President **Qingdao Star**).

