



China's Rainbow Agro expands into the UK & Ireland through strategic partnership with AgTlgrow

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Rainbow Agro, the global crop protection company and China's leading exporter in the sector, has officially entered the United Kingdom and Ireland markets through a strategic partnership with AgTlgrow, led by industry expert Simon McMunn. This milestone marks a major advancement in Rainbow's European expansion strategy, bringing high-quality, innovative crop protection solutions closer to British and Irish growers.

A Global Leader With Technical Excellence

Founded by six chemical engineers in 2000, Rainbow Agro has grown into a fully integrated global enterprise, covering everything from active ingredient synthesis to final product formulation and field support. With operations in more than 100 countries, Rainbow combines deep agricultural expertise with advanced manufacturing capabilities – managing over 300 active ingredients, 5,000 formulations, 8,500 registrations, and 330 patents worldwide.

The company's engineering strength is supported by:

10 world-class manufacturing sites ensuring efficiency, safety, and consistent quality

Two state-of-the-art R&D centers developing new molecules and innovative formulations

A global team of 200+ regulatory experts ensuring full compliance and timely registrations across markets

A Partnership Built on Quality and Trust

For Simon McMunn, Founding Director of AgTlgrow, the partnership reflects a shared commitment to technical excellence and grower-focused solutions.

“Having visited crop protection factories around the world for more than 30 years, I was truly impressed by Rainbow’s facilities in China. It’s a technology-driven company that strives for excellence at every stage. This confirmed that our partnership is the right move to bring top-quality, new alternatives to our agricultural communities in the UK and Ireland.” Through this collaboration, distributors and growers across the region will gain access to Rainbow’s broad and expanding portfolio, supported by AgTlgrow’s local expertise and customer-centric approach.

Strengthening Rainbow’s European Presence

Commenting on this strategic expansion, Regina Gnatek, Europe Regional Sub-Area Head, said:

“Entering the UK and Ireland markets is an exciting milestone for Rainbow. Our mission is to make crop protection smarter, faster, and more accessible – providing British growers with solutions they can trust, backed by the combined expertise of Rainbow and AgTlgrow.”

The partnership reinforces Rainbow’s commitment to Europe, complementing its strong presence in Latin America, Asia, and Africa.