

## Syngenta eyes deeper market expansion as Bangladesh agriculture embraces digital transformation

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Syngenta Bangladesh is expanding its investment in digital agriculture, climate-smart farming, and farmer-centric services as it seeks to strengthen productivity, sustainability, and income opportunities for smallholder farmers across the country.

The company reaffirmed its long-term commitment to Bangladesh's agricultural sector during a recent visit by senior global executives, who highlighted the growing role of digital innovation, mechanisation, and ecosystem-based solutions in addressing the evolving challenges faced by farmers.

Bangladesh is emerging as a strategic market within Syngenta's Asia, Middle East and Africa (AMEA) operations, supported by increasing adoption of modern farming technologies and growing demand for integrated agricultural solutions.

According to Alexander Berkovskiy, Regional Director for Asia, Middle East and Africa (AMEA), agriculture in Bangladesh is undergoing a significant transformation driven by mechanisation, digitalisation, and climate adaptation.

As part of this transition, Syngenta continues to expand CENTRIGO, its integrated farmer ecosystem platform designed to address key gaps in agricultural services. The platform connects growers with access to financing, crop insurance, advisory support, market linkages, agricultural inputs, and mechanisation services through both physical and digital channels.

The initiative also includes harvester services aimed at improving operational efficiency and reducing labour constraints, while helping farmers access a broader range of agricultural resources through a single ecosystem.

Crop insurance remains a key focus area as Syngenta works with insurance providers to improve farmer confidence in risk management solutions. The company believes wider adoption of agricultural insurance will play an increasingly important role in building resilience against climate-related crop losses.

Digital innovation is also becoming central to Syngenta's strategy in Bangladesh.

The company is promoting precision agriculture tools and automation technologies that enable farmers to make more informed decisions, optimise input use, and improve productivity while reducing environmental impact. Drone-based agricultural services are being introduced as part of Syngenta's broader vision of achieving higher yields with lower resource intensity.

In parallel, Syngenta is collaborating with public and private sector stakeholders to advance climate-resilient agriculture, particularly in Bangladesh's salinity-affected coastal regions.

The company is supporting the deployment of saline-tolerant crop varieties developed through research partnerships while promoting water-harvesting systems that enable year-round cultivation in vulnerable farming areas. These efforts form part of a wider regenerative agriculture approach focused on improving both productivity and ecosystem health.

Bangladesh's growing importance within Syngenta's regional operations is further reflected in the company's local manufacturing investments. Syngenta has established formulation facilities in the country and is evaluating opportunities to leverage Bangladesh as a potential export hub for neighbouring markets.

Complementing these efforts, Syngenta has introduced CropWise Grower, a digital agriculture platform designed to provide farmers with real-time decision-support tools.

The platform enables growers to diagnose crop health issues through image-based analysis, receive customised agronomic recommendations, access localised weather forecasts, identify optimal spraying windows, and locate nearby Syngenta retail partners.

Paul Luxton, Head of Asia at Syngenta, said digital platforms are becoming increasingly important in helping farmers improve productivity while managing risk more effectively.

The company's broader vision for Bangladesh extends beyond technology adoption to include stronger market access, expanded climate-smart farming practices, improved post-harvest infrastructure, and deeper collaboration across the agricultural value chain.

Syngenta believes that greater crop diversification, wider digital adoption, stronger farmer partnerships, and supportive long-term agricultural policies will be critical to ensuring future food security and sustainable agricultural growth in Bangladesh.

Through initiatives spanning crop insurance, market connectivity, stewardship programmes, and advanced crop protection technologies, the company aims to build a more resilient and productive agricultural ecosystem capable of supporting the country's growing food and nutrition needs.