



Limin Group expands market ambitions with new DASHENG Cooperation Agreement

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New agreement strengthens manufacturing, distribution and technical collaboration as partners target broader market penetration across China's crop protection sector



Limin Group has renewed its strategic alliance with Syngenta (Shanghai) and SUKEN through a new five-year cooperation agreement aimed at accelerating the growth of the DASHENG fungicide brand in China's crop protection market.

The agreement extends a partnership first established in 2021 following Limin Group's acquisition of the commercial assets associated with the DASHENG brand. Senior executives attending the signing ceremony included Zhang Qing, Vice Chairman of Limin Group; Liu De, Deputy General Manager of Syngenta (Shanghai); and Zhu Yue, President of SUKEN.

Over the past five years, the three companies have developed an integrated operating model that combines manufacturing, brand management and market development. Limin Group retains ownership of the DASHENG trademark, production technologies, pesticide registrations and related intellectual property, while leveraging its research capabilities, manufacturing infrastructure and quality control systems to ensure a reliable supply of mancozeb-based fungicide products.

Under the collaboration, Syngenta (Shanghai) will continue to exclusively market the JINDASHENG product portfolio through its nationwide distribution network and agronomic service platform, focusing primarily on high-value horticultural and cash crop segments. SUKEN will maintain responsibility for expanding the LVDASHENG product line, strengthening its presence in county-level agricultural markets while providing technical support to distributors and growers.

The renewed agreement preserves the existing brand-specific operating structure while introducing deeper collaboration across technical development, resource sharing and business expansion initiatives. The partners said enhanced coordination between production, sales and agricultural service teams is expected to improve operational efficiency, strengthen market responsiveness and increase the brand's overall competitiveness.

Since the initial partnership began, the companies have focused on localizing and expanding the internationally recognised DASHENG brand within China, resulting in steady growth in market recognition and sales performance.

Looking ahead, the three organisations plan to further integrate manufacturing, brand development and agricultural technical services to reinforce DASHENG's position in the protective fungicide segment. The collaboration also aligns with broader industry efforts to promote sustainable crop protection practices, improve agricultural productivity and support China's food security objectives through high-quality plant protection solutions.