

Interview



Laurent Martel,
Chief Executive,
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For further information:

<https://www.invivo-group.com/fr/bioline-invivo>



“All our businesses are currently enjoying strong growth.”

What are the objectives of the €50 million capital increase?

All our businesses are currently growing strongly, and to add weight to our strategy, we needed to find a robust financial partner prepared to support our development in France and abroad.

Our growth strategy is based on four business lines. Two historical businesses as a supplier of agricultural inputs (seeds, plant protection products) and two pillars of innovation (Smart-Agriculture and biosolutions). This capital increase should allow us to continue to grow in our two historical markets while accelerating the roll-out of our digital solutions and biocontrol products.

What are the market trends for Bioline by InVivo products?

Bioline by InVivo was created back in December 2017 to become a major sector player, committed to the emergence of a sustainable, ecological agriculture that creates economic value for farmers.

Today, we offer solutions and products for all forms of agriculture. We believe that the solutions provided by Bioline by InVivo, such as precision farming and biosolutions, will contribute to rebuilding trust between consumers and farmers.

What are Bioline by InVivo's ambitions for the years ahead, notably outside France?

In France, we built our success on two priority areas: innovation and co-construction. Internationally, we intend to use the same tactic, namely identifying the best innovations at a very early stage and co-designing solutions tailored to the specific features of local markets.

Part of our efforts are concentrated on investing in and finding new sources of growth outside France. A case in point is Brazil, where we are present in the distribution of plant protection products (crop protection and biosolutions) as well as in seed production and distribution. Our ambition today is to leverage these two historical businesses to expand in new fields such as insurance, smart farming and biosolutions.

Why did you choose Unigrains as a strategic and financial partner?

The InVivo group has been working with Unigrains for many years. The logical next step for Bioline by InVivo was to turn to Unigrains, a major player in the agricultural world, because we needed a partner familiar with the challenges and resilience of our business.

