

Kwizda Agro Strengthens Market Presence in Germany with New Head of Sales

Jens Johannes Appointed to Lead Sales Operations in Germany

Meckesheim/Vienna, June 2025... **Kwizda Agro is setting the stage for continued growth in Germany. As of June, Jens Johannes (38) has taken over as Head of Sales for the German market. A seasoned expert in agriculture and sales, Johannes will be responsible for shaping the company's strategic direction, expanding the local sales team, and driving the growth of Kwizda Agro's presence in Germany. This appointment reflects Kwizda Agro's commitment to strengthening its footprint in Germany, with a strong focus on innovative and primarily biological crop protection solutions.**

"I'm excited to advance practical, field-oriented innovation with our team and to support farmers and winegrowers as a trusted partner in tackling their day-to-day challenges," says Jens Johannes about his new role at Kwizda Agro Germany. With many years of industry experience, he will actively contribute to the development of the product portfolio and help shape the company's sustainable growth strategy in Germany. "With his expertise and dedication, Jens Johannes will further establish Kwizda Agro as a dependable partner known for its integrity," adds Andreas Reischütz, Country Manager for Germany and Austria. "He will play a key role in expanding our position in the German market."

Kwizda Agro aims to build on its success in Austria—marked by a broad portfolio of both conventional and biological crop protection products, and strong customer relationships—and replicate this approach in Germany. A major focus is the expansion of biological solutions. Alongside the copper-free fungicide UPSIDE® for viticulture and the versatile wildlife repellent TRICO®, several new products have been launched in Germany. These include the residue-free solutions BOTECTOR® and BLOSSOM PROTECT™ for fruit cultivation, and the pheromone-based WEINTEC® for grapevine moth control. Together, these offerings provide powerful, eco-friendly solutions for a modern and sustainable agricultural sector.

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Jens Johannes Appointed Head of Sales for Kwizda Agro in Germany

About Kwizda Agro

Kwizda Agro GmbH is one of Austria's leading providers of chemical and biological crop protection products and a part of the Kwizda corporate group. The company is known for developing innovative active ingredients and for its expertise in producing complex, high-quality formulations. With a focus on technology and product development, as well as crop solutions, Kwizda Agro specializes in the development and international marketing of proprietary biological products for forestry, specialty crops, and arable farming. Through its international distribution network, the company offers expert advice on sustainable and site-specific crop protection. Kwizda Agro employs over 400 people across sites in Austria, Germany, France, Italy, Spain, Hungary, Romania, and the USA. The company is committed to supporting vital crops in agriculture and promoting healthy gardens as places of well-being.

More information at: <https://www.kwizda-agro.com>

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