



## **SICIT GROUP APPOINTS TONY ZOU AS BIOSTIMULANTS SALES MANAGER - CHINA**

*Chiampo (VI), February 1<sup>st</sup>, 2021 – SICIT Group* (the "**Company**"), listed on the Italian Equities Market (MTA - STAR segment), announces the appointment of **Tony Zou** as the new **Biostimulants Sales Manager of SICIT China**, the Company's subsidiary for distribution in the Asian markets.

Born in Jingzhou, Hubei Province, 40 years old, Zou has 13 years of experience in the professional agricultural equipment industry, working with leading local and multinational companies in technical and sales roles.

After graduating from the Agriculture University and Chinese Academy of Agriculture Sciences in Gansu, Zou took the first steps of his career with Palm Agro Trading as Technical/Sales Rep for the Hubei province. In 2009, foreseeing the excellent opportunities for future development, he moved his professional growth career towards the biostimulants market, becoming Biostimulants Product Manager, first for China Agritech and then for Sipcam China. At this stage of his career, Zou successfully faces the challenges of a multinational reality and the results obtained open the doors to UPL, Indian multinational agrochemical company, which in 2017 entrusts him with the responsibility of its biostimulants business for the entire Asia - Pacific region.

In his career path, Zou has effectively managed businesses of increasing complexity, gained deep technical expertise on biostimulants and deepened his knowledge of Asian markets, while demonstrating strategic vision and pragmatism.

**Alessandro Paterniani, Chief Commercial Officer of SICIT Group**, said: "*Tony is a true specialist in our sector, in his career he has shown that he is absolutely able to deal with both the technical and commercial dimensions of our products. I believe that his professional skills, combined with the cultural competence required to establish quality relationships with local players, are the best prerequisites for creating new opportunities and growing in such an important market*".



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### **SICIT Group**

Founded in 1960 in Chiampo (VI), **SICIT** was one of the first companies in the world to introduce protein hydrolysates of animal origin into the world market of biostimulants. The company, one of the pioneers of the circular economy, through a process of hydrolysis of residues from the tanning industry, creates high-added-value products for agriculture (biostimulants) and plaster industry (retardants). Thanks to a qualified team, highly automated and technological production plants, state-of-the-art laboratories and constant investments in R&D, SICIT has become a reference operator at international level, supplying the main players in the agrochemical and industrial sectors.

Since June 2020, the company has been listed on the MTA (Italian Equities Market), Star Segment, of Borsa Italiana.

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