

Further success for HM.CLAUSE Open Days in Jordan! 3rd international Open Days held in Amman

The 3rd international Open Days took place on July 27th and 28th, 2015 at the HM.CLAUSE research station in Amman, Jordan*. This meeting is becoming a major event in the Middle East area. More than 180 people from 30 countries in the Middle East, Africa, Eastern Europe, Central Europe, the US... attended the event, as well as subsidiaries from Algeria, Turkey and Poland.

On display this year we had 250 varieties of 12 different species, with a specific highlight on Cucumbers and Watermelons. While going round the trials visitors could find novelties in other crops including Tomatoes, Sweet Corn, Beans, Peppers and Squash.

In the Fresh Market Tomato category, HM.CLAUSE presented the new CLX 38233 F1, a main season hybrid, highly productive with an excellent fruit quality. A focus was made on a new release in Watermelon: LIVIA F1, a blocky, round, crimson sweet hybrid with uniform, high yield fruits, high brix and crisp firm flesh on the inside. Several new greenhouse cucumbers that will become major additions to the CLAUSE range were also presented during this event.

Our Research, Marketing, Development, Communication and Sales teams were present to back customers up during their visit, listen to their needs and requirements and to answer specialist questions. It was a good opportunity to discover new varieties and at the same time to exchange ideas and discuss how to get the best added value from the existing commercial range.

This year, to make sure that everyone had enough time to discuss and check all varieties, the visit was split over 2 days. After the heat in the fields, particularly intense this year, a plenary meeting followed by a rich debate was organized indoors on Tuesday.

Customers were full of praise for these Open days and the wide range of crops on display. The success of the event comes as confirmation of HM.CLAUSE's ability to listen to its customers' requirements and to provide the ideal response to producer constraints.

This was also the opportunity to celebrate the opening of our new Middle East Regional Office in Jordan this year.

To see more of the Jordan Open days, please follow this link: http://www.hmclause-connect.com/video/2015_Jordan_Open_Days_Final/

Portes-Les-Valence, August 19th, 2015

HM.CLAUSE

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S.A. au capital de 10 061 492,50€
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The HM.CLAUSE Business Unit resulted from the grouping in 2008 of HARRIS MORAN (USA) and CLAUSE (France). On 1st January 2014, these companies were respectively renamed HM.CLAUSE Inc. (USA) and HM.CLAUSE S.A. (France).

HM.CLAUSE is an international company which works in developing vegetable seeds. Its aim is to meet local needs by providing a wide range of products and innovation motivated by international scientific, manufacturing and business partnerships. HM.CLAUSE is an innovative company whose main business is plant breeding, and specialises in developing, producing and selling vegetable seeds all over the world.

Dealing solely with vegetable seeds, the HM.CLAUSE Business Unit has 2,200 employees throughout the world and is the world's 4th largest producer in its sector. In 2014, HM.CLAUSE generated sales of 257 million Euros, with 15% of annual sales invested in research and the Research and Development Division accounting for 27% of its workforce. HM.CLAUSE breeds 25 crops and has sales subsidiaries in 17 countries: Mexico, Brazil, Argentina, Chile, Spain, Italy, Algeria, India, Thailand, Indonesia, Turkey, Poland, Guatemala, Australia, Kenya, Peru and Vietnam. Its main commercial brands are Harris Moran and Clause.

HM.CLAUSE is part of Limagrain, a cooperative group that was established and is run by farmers. Limagrain specialises in field seeds, vegetable seeds and cereal products. It is the world's 4th largest seed producer and the largest of its kind in Europe.

*The HM.CLAUSE Amman Research station was created in January 2012. Its global surface is 4 ha, including 1.5 ha for field days and 2.5 ha for screening.

Pictures attached: 2 photos: [group photo and field day picture](#)

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