

# Pedro Luiz Peleado

Pedro Peleato is the son of Aragonese farmers, who cultivated extensively. He is a native of Tardienta, a small town in Huesca. There he began his relationship with the terroir and his love for the land and livestock. He learned about the different agricultural tasks, including the sale of fertilizers, seeds and other supplies in a store. He later travelled to Italy to look for new products and thus his vision and field of action grew. His trips to other countries, including China, increasingly helped him to broaden his gaze and perspective.

But without a doubt it was his visit to Cuba and his relationship with the University of Havana that marked a decisive turning point.

Pedro is a founding partner of Seipasa since its creation in 1998. What began as a company specializing in the development of natural solutions for agriculture, has now become a multinational company with a presence in more than 20 countries. As CEO, he directed international expansion based on solid commitment to innovation, sustainability and the registration of phytosanitary products at a global level. The development of R&D led to develop the patents for the biopesticides Pirecris and Fungisei, of which he is the owner.