

Vendée Globe: BIOLINE worldwide tour!

Last February, « Bioline Agrosciences » became a subsidiary of InVivo Agriculture with the ambition to become the cornerstone of the development of the bio solutions market both in France and internationally. To show its strategic development and ambition, and to strengthen its notoriety, Bioline has created a new graphic identity, more dynamic and refined, and a new logo.

Alongside this new visual identity, Bioline has seized the opportunity to sponsor a skipper competing in the iconic race of the Vendée Globe 2016. Indeed, being a partner of this competition will mark a turning point for Bioline which will thus assert its strength, its brand image and its worldwide reputation.

On November, 6th, thirty skippers will set sail solo around the world on board their monohull. Among them, Enda O'Coineen, the first Irish skipper to race in the Vendée Globe will benefit from Bioline's support. The boat will sport the two emblematic colours of the brand: blue and grey, and we hope that they will bring good luck to Enda!

Bioline is also proud to be Enda O'Coineen's sponsor because he is the founder of the [Atlantic Youth Trust](#), a charity related to youth development and cultural integration that delivers a world class educational programme on a purpose built tall ship for youngsters. As a result, the visibility and the notoriety of the Vendée Globe will help it raise funds for this cause to which Bioline is happy to be associated with.



You will find all the information about Enda and his progression on the website: www.vendeeglobe.org

If you like sailing and if you want to participate in your own way in the Vendée Globe, please note that you can download the app Virtual Regatta on IOS and Android or play online on the website of the Vendée Globe directly: www.virtualregatta.com to navigate everyday alongside the skippers.

*The Vendée Globe is the only non-stop round the world race without assistance. Around thirty skippers set sail on IMOCA monohulls for a worldwide tour. It's a French race that occurs every four years and starts from the Sables-d'Olonne in Vendée.



Press contact:

Samuel CRITCHLEY

Marketing and Communications Lead
Bioline

Telephone: +44 1255 863243

Mobile: +44 7880 737947

Email: scritchley@biolineagrosciences.com



Follow us on Twitter: [@Bioline_Ag](#)

www.biolineagrosciences.com



Enda O'Coineen and Philippe Hamelin General Manager of Bioline Agrosciences



The boat: « The Kilcullen Voyager »



Press contact:

Samuel CRITCHLEY

Marketing and Communications Lead

Bioline

Telephone: +44 1255 863243

Mobile: +44 7880 737947

Email: scritchley@biolineagrosciences.com



Follow us on Twitter: [@Bioline_Ag](https://twitter.com/Bioline_Ag)

www.biolineagrosciences.com