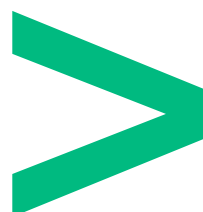


**COTECNA
ACQUISITION
SPOTLIGHT**
GEO-CHEM
FEED TESTING

GEO CHEM
INDIA

Part of the Cotecna Group



Geo-Chem, part of the Cotecna Group, was the first Indian lab to offer the complete GMP+ International Feed Certification Scheme.



Part of the Cotecna Group

Geo-Chem was the first independent Indian laboratory to be registered for the complete GMP+ International Feed Certification Scheme. In India, there are over 100 GMP+ approved feed industry entities, utilizing various agencies domestically and internationally for approval processes. Historically, they relied solely on foreign laboratories due to the absence of local testing facilities. Geo-Chem, prompted by a client referral, recognized the growing need for GMP+ laboratory approval in India.



Client Challenge

Clients encountered logistical hurdles in sending samples to Europe for testing, including high costs, time delays, and overall inconvenience.

Geo-Chem Opportunity

Given Geo-Chem's distinction as the first Indian laboratory with comprehensive GMP+ approval, clients favoured our established reputation for GMP+ approved testing services.

Solution Development

Geo-Chem India tailored a solution by offering competitive pricing and a comprehensive testing suite locally as a one-stop-solution provider. This included partnering with [Neutron](#), our group sister company in Europe, for Dioxin testing, and collaborating with other Cotecna entities for plant/unit approvals, reciprocally recommending Geo-Chem for testing.

Implementation Process

Initially, logistical challenges hindered sample transportation, particularly for substances like fish meal. However, understanding and adherence to IATA standards facilitated customized solutions, enabling samples to reach Neutron in Italy for [Dioxin testing](#) within improved timeframes.



Measurable Impact

Through improved measures, the transit time for samples decreased to less than 15-30 days, alleviating client concerns regarding courier logistics and providing a seamless one-stop solution through Geo-Chem's proactive involvement.

Client Testimonials

"Thank you very much for delivering us prompt and excellent services. Your thoroughness and attention to detail have been invaluable. We truly appreciate your dedication and expertise. We are anticipating the continuation of same services from you."

"It is always a pleasure to recommend your laboratory where clients are assured of the quality of service."

Collaboration Success Factors

Geo-Chem identified the need for accessible and a one-stop solution for GMP+ testing to foster successful collaborations with our clients & partners.



Adaptability

Recognizing urgent client needs, Geo-Chem facilitated faster results by collaborating w/ Neutron, demonstrating flexibility and responsiveness.

Long-Term Relationship

In response to client needs and industry shifts, emerging players are offering Dioxin testing locally at lower rates. However, clients are witnessing reliability issues in terms of the quality of results from these alternatives. Consequently, clients are urging Geo-Chem to develop a local Dioxin testing facility to ensure consistently high-quality and authentic results. In response to client needs and market trends, Geo-Chem is exploring the establishment of local Dioxin testing facilities to sustain the long-term client relationships.

Key Takeaways

Geo-Chem believes in providing value for money and one stop solutions for clients. Geo-Chem service solutions include working with other Cotecna Group entities and creating synergies for high quality service delivery.

To learn more about our GMP+ international feed testing services, please [contact us](#).