

## **Viazi and Royal HZPC Group Partner to Revolutionize Agricultural Giving in Africa and Asia**

Viazi, a Finland-based start-up transforming the way individuals and organizations donate, has announced a groundbreaking partnership with the Royal HZPC Group, the global leader in innovative potato breeding, seed potato trading, and concept development.

Viazi, founded in 2023, is an advanced platform that leverages technologies like blockchain, the Internet of things, and satellite imaging to ensure that 100% of donations directly reach the cause. The platform enables donors to contribute tangible resources, such as seed potatoes, directly to communities, providing full visibility into the impact of their donations.

As part of the partnership, HZPC becomes a Founding Member of Viazi, supplying the seed potato varieties donated on the platform. Viazi will promote HZPC's potato varieties and technical support services to smallholder farmers in Africa and Asia. Together, Viazi and HZPC will collect data to optimize potato variety performance in these markets.

Viazi's innovative model not only supports charitable giving, but also creates a sustainable business ecosystem. Companies can offer their products on the Viazi platform for donation, generating market data and performance insights in new segments. Viazi's revenue comes from sales commissions and providing ESG solutions to organizations.

In 2024, Viazi focuses on agricultural solutions to boost productivity and sustainability for African smallholder communities. Plans include expanding into education, healthcare, and environmental categories.

Antti Hintikka, CEO of Viazi, expressed excitement about the partnership: "HZPC is a perfect match to our agenda. A global leader whose Africa-specific seed-potato technology can make a drastic impact on the productivity and sustainability of smallholder farmers."

Herman Verveld, CCO of HZPC, added: "We are excited about Viazi and happy to support communities across the globe in responsible food production. It is a unique responsibility and charity operation, in the sense that it supports both sustainability and business agenda. With Viazi we can explore the market for our resilient potato varieties in the vast smallholder segment."

For more information about Viazi, or any media inquiries, contact Antti Hintikka at [antti.hintikka@viazi.io](mailto:antti.hintikka@viazi.io) or visit the Viazi website at [www.viazi.io](http://www.viazi.io).

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