

# Swisslion

## Market

Swisslion is a multinational company whose main activity is production of food products. Their wide production range covers five factories for confectionary products, two in Serbia, two in Macedonia and one in Croatia; two factories for baby food; three factories for beverages; one brewery; two factories for alcoholic beverages; three factories for fruit and vegetables processing, out of which one is in Macedonia, factory for dehydrated vegetables and spices; two flour mills; three poultry farms with total capacity of over 1,000,000 hens, out of which one is in Macedonia; repro hen centre; three factories for fodder; three factories for meat processing, as well as apple plantations and ostrich farm in Macedonia. As part of the plan for business diversification, Swisslion owns a factory for cutting tools in Bosnia and Herzegovina. With their total annual production of over 100,000 tones of finished products, Swisslion is the leader in the production of food products on the Balkan.

On the other hand, the distribution network of Swisslion covers all Balkan countries, thus constantly investing in storage facilities and delivery vehicles. With their own fleet containing more than 100 vehicles (heavy goods vehicles, lorries and vans), Swisslion delivers the products to their customers successfully and on time. The general distributor of the Swisslion products in Macedonia, the Swisslion Mak Company, with their storage facilities and fleet ensures quality serving of the entire market and is always available for their clients.

Although the Swisslion products are sold on several continents, our main orientation are the Balkan countries. The products manufactured in Macedonia are placed in Serbia, Croatia, Bosnia and Herzegovina, Montenegro, Kosovo, Slovenia, Bulgaria, the USA, and Australia. The introduction of the latest world standards in the Swisslion production plants means greater export potential of the company. Swisslion Skopje was the first company in Macedonia to obtain the food safety Certificate ISO 22000:2005 in July 2006. In 2009, Swisslion Skopje, again, was one of the rare companies in Macedonia to possess the Kosher Certificate, that is the only prerequisite for export to the Israeli market. One of the indicators for the Swisslion export capacity is the latest ranking of the top 100 exporters in 2008 in the weekly magazine Kapital, according to which Swisslion is



ranked 1<sup>st</sup> in the food industry in Macedonia and 24<sup>th</sup> of all industry companies in Macedonia. Swisslion is also ranked 34<sup>th</sup> on the list of the biggest companies in 2008 according to an independent research for the 200 most successful and the 200 biggest companies.

Another indicator for the company's success is the two-digit annual increase of the sale, both on the Macedonian and on the other markets.

## Achievements

The fast development of the Swisslion Company, as well as the great expansion during their 12-year existence defines the company's working principles. Swisslion's current development and expansion are based on equipping the factories with the most modern fully automated and robotized equipment, development of new products, aggressive penetration and conquering of new markets, as well as undertaking revitalization and modernization of the already existing factories.

Since 2004, when the far smaller company Swisslion Vrshac became owner of the food production giant Takovo, up to now, the company has grown by ten times. Swisslion in Macedonia has followed the steps of Swisslion Vrshac by becoming the dominant owner of AD Agroplod in 2006. Considering the financial results in 2008, Swisslion in Macedonia with the related companies earned 80,000,000 EUR.

## History

Swisslion is a multinational company with its headquarters in Freiburg, Switzerland. It was later relocated to Belgrade, Serbia. Established in 1997

and in the same year started the production of high quality confectionary products. The first production plant in Vrshac, Serbia possesses fully robotized production lines with big capacity. In 1998, Swisslion DOO starts operating in Skopje, Macedonia, first as a general distributor, and then as a production plant as a "Greenfield" investment with production line for softy biscuits. In 2001, with the only purpose of accomplishing maximal productivity and operational effectiveness, the company was divided into Swisslion DOO Skopje with the production of confectionary products as its basic activity and Swisslion Mak DOO with wholesale and retail sale and distribution of the entire assortment of the Swisslion group as its basic activity. In 2005, Swisslion DOO Skopje expanded its activity with a new production line for salted lasting pastry. In 2006, following the example of Swisslion-Takovo, Swisslion DOO Skopje became a dominant owner of AD Agroplod Resen and made full revitalization and modernization of the factory. As part of the assortment of the new Swisslion Agroplod factory, we can mention the famous brand Ressana, Agrocream, Agroplod coffee, dragée bonbons bonny top, the Peanuts, the Flips, Corn Flakes, Choco Max and Coco Max, as well as the two new production lines for Lenka wafers and Lenka and Bevita ground biscuits.

On the other hand, Swisslion Mak DOO Skopje, with their continuous two-digit annual growth, has become a company that manages to satisfy all needs of their clients on the Macedonian market. Constantly investing in transport vehicles and expansion and modernization of the storage facilities, Swisslion Mak DOO has become the leading distributor of the Swisslion products. Within



