



Market

The Joint Stock Company Evropa, factory for chocolate, wafer and candy, is located on 36.000 square meters in the industrial part of Skopje.

The story of its success begins in 1882, so that today, 130 years later, it has the right to a fair share of the modern Macedonian Confectionery Industry, with a large assortment of products, demanded not only on the home market, but also, on many foreign markets.

JSC Evropa focuses mainly on the domestic market and every year the sales grow progressively, but none the less, on a total level, the factory realizes great sales on the foreign market as well.

From the 19 countries of the foreign market exports, JSC Evropa is mostly concentrated on the Serbian, Croatian, Bosnian, the market in Kosovo, as well as parts of the EU, Australia and the USA.

This is not only due to the long tradition on the market, but also to the exquisite quality of the products, which is evident from the large demand in the foreign markets and also, the demand for many private labels, like Mercator, Metro, Lidl, etc.

Achievements

JSC Evropa is building its tradition of success by maintaining a policy of continuous investments in the development and the quality of the products.

JSC Evropa, has marked the path to success for the last 130 years, and throughout its entire history of making a brand, the factory has received many acknowledgements, recognition, and awards, such as:

- Superbrand 2011/12;
- Award at the Skopje Fair;
- Award at the Fair in Novi Sad;
- Award from the Chamber of Commerce of Macedonia;
- Superbrand 2009;
- EMRC, 1996 in Brussels.

History

JSC Evropa dates since 1882. The factory was first formed as a craftsman's workshop for production of candy, Turkish delight and similar sugar based



products. It started out with nothing more but five employees, and a humble production of 250 kg of candy products per day.

Due to a decision of the National Board of the City of Skopje, the factory was put under their management and until 1952 it was located next to today's art gallery Daut-Pashin Amam.

As an industrial trade organization, the Evropa factory has developed from 1948.

In 1952, the factory was relocated on its current address.

It was the turning point for the enlargement of the production and its expansion on the market.

Conditions were met, and the development of the factory picked up the pace. New machines were placed and the production was organized in a more modern manner. This required an investment program that included replacement of the entire existing equipment with a new one.

The investment ventures not

only contribute to the increasing of the production of candy, caramel and chocolate and the purchasing of complete semi-automatic production line for wafers, but also to achieving a greater quality and production assortment. As a result, the Evropa factory opens its way to a full affirmation and places itself as an eminent Confectionery Industry in Yugoslavia.

In order to achieve its goals, the Evropa company has preformed many large investments that have enabled significant positive changes in the scope of production, assortment, quality of the products and design. Also, investments were made for the reconstruction, modernization and expanding of the production capacities, the computerization of the production process, as well as the implementation of the ISO 22000 and the HACCP standards. All of this guarantees the undisputable quality that the factory has to offer.

Today, JSC Evropa has grown into a modern factory with a wide assortment of production, which includes four groups of products:

- Candy products (all types of candy, candy canes, caramels, jelly and gummy candy);
- Cocoa products and chocolates (cocoa-cream products, filled chocolates, milk chocolates, dark chocolates);
- Desserts (chocolate coated desserts, chocolate coated foam products, Turkish delight, chocolate coated Turkish delight);
- Wafer products and cookies (all types of wafer products, chocolate wafer products and cracker cookies).

Product

JSC Evropa has a long history in the production of quality products, hence, it has a great variety of quality products. There are more than 250 products





and the highest selling are the Cream Banana, Jadran Wafers, King Rum bars, the chocolate desserts, Chocolates in a box etc.

If we look for a product, i.e. brand, which truly distinguishes the uniqueness of JSC Evropa, then it is without a doubt the Cream Banana. The quality of this product is not only confirmed by the long-lasting demand, but also because it is the first choice for many private labels, not only in Macedonia, but also abroad to markets where the competition is much greater.

Recent Developments

However, JSC Evropa does not stop there. Last year it began rebranding of almost the entire assortment of products, taking into consideration the needs of the modern market and the demands of the consumers. A new architecture of brands was made, which was intended to contribute for a better organization and a more accurate adjustment of the products, as a response to the expectations of their clients. This is a time and finance consuming process, but it was an inevitable step to further success.

Today some of these rebranded products can be found in the market chains across the state. Still JSC Evropa is aware of the necessity to place and promote new products on the market, a task which is quite seriously considered, so new products should see their way on the market very soon. The flour

based products such as crackers and cookies will be the first, and Evropa factory is most proud to present the new whole-meal cookies as a response to the new trend on the market for healthy and nutritional diet.

This year's strategy for increasing the assortment of products will include the placement of chocolates on the market.

The peak of this year's placements on the market, which Evropa is especially proud to present, will be the line of dark chocolates with different flavors.

Following after the line of dark chocolates, will be the milk products. Not only the usual type of 100 grams, but in new smaller packages, in the form of chocolate bars for the teenagers and older group, and mini chocolates for the children.

Striving to satisfy and meet the needs of all consumers, starting from the youngest, up to the eldest, the Evropa factory will continue to work for the consumers, in an up-to date pace.

Promotion

JSC Evropa is a company focused on the quality of the products it offers and building an image of a responsible company. In this regard, starting from the presumption that the quality builds the trust with the consumers, which results with their loyalty to the brand, the factory's main prerogative will always be maintaining the traditional flavor and quality.

Special attention is paid to its own retail sales consisting of a total of 11 shops across Macedonia, of which 7 are in Skopje. These shops are an excellent mean to create close contacts with the consumers, where their wishes, tastes and ideas

can be discovered and answered. What is distinguishable for these shops is that you can always find special offers and products, which you wouldn't find otherwise in the chains of supermarkets. JSC Evropa always prepares special offers and product packages for its most loyal customers during the holidays, such as New Year, Christmas, Easter, Valentine's Day, 8th March (International Women's Day) etc.

None the less, as a socially responsible company, JSC Evropa always tries to respond to the requests for humanitarian actions and sponsorships, as well as to those for children without parents and children with special needs, for which it has received a large number of recognition and acknowledgements. In this way, it stays true to the image of a company which believes in the moral values and encourages them.

Brand Values

Living in this new age of globalization and innovation, the team behind JSC Evropa never forgets that the consumers have the right to choose and the need to reach for the best offers on the market. This is why the team has devoted an exceptional amount of attention to the entire assortment of products, controlled in the laboratory of the factory. Also, there is the Marketing department, that constantly monitors the market, the wishes and tastes of the consumers, as well as the latest trends in the confectionery industry.

The Evropa factory, above all, offers success. We, here in Evropa, believe that quality and trust are the keys to success.

The development of JSC is a story of a dream come true. A story of the power of striving for perfection... but most of all, it's a story of passion.

www.evropa.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

EVROPA

- Up until 1952 JSC Evropa was situated next to today's art gallery Daut – Pashin Amam.
- This year it celebrates 130 years of its existence.
- On a daily basis there are 350.000 pieces of Cream Bananas made, 770.000 pieces of candy and 260.000 pieces of caramels.

