

Swisslion



Market

Swisslion is a multinational company which mainly deals with production of alimentary products. The company in Macedonia is part of the multinational company Swisslion DRD from Switzerland, which owns companies in all the former Yugoslav countries. A part of this group is the Company Swisslion Takovo which is the driving force of the economy in Serbia and is the largest confectionary industry with annual production of over 100.000 tons of finished products.

Although the products of Swisslion are sold on many continents, still they are mainly orientated on the Balkan countries. The products produced in Macedonia are placed in Serbia, Croatia, Bosnia and Herzegovina, Montenegro, Kosovo, Slovenia, Bulgaria, and also Sweden, Denmark, America and Australia. In that context, Swisslion has developed a distribution network which covers all countries on the Balkans. Swisslion is an export-oriented company and exports around 70% of the total production. In accordance with the latest published data, Swisslion is the largest exporter of confectionary products in Macedonia.

The entire range of products from the brand Swisslion is represented on the market in Macedonia, i.e. the products made in Macedonia and the imported products which are produced in the production capacities in Serbia and Bosnia and Herzegovina. The success of the sales of the products of Swisslion is once again confirmed by the fact that Swisslion, in addition to being the largest producer of confectionary products, it is the largest importer of confectionary products in Macedonia.

Achievements

The quick developments of the company Swisslion, as well as the great expansion in the 14 years of existence define the principles in the operation of the corporation. The success is mostly based on the equipping of the factories with the most modern and 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. Still the success is mostly due to the dedicated and consistent work,

partner relationship with the suppliers and customers and the commitment towards the employees.

Taking into consideration the financial results from 2011, Swisslion in Macedonia with the associated companies made profit of around 60.000.000 €. In 2011, the ranking of the top 100 importers according to the weekly magazine "Kapital" Swisslion was on the top, first place out of all alimentary industries in Macedonia, while according to the independent research for the 200 most successful and 200 largest companies in 2010, Swisslion is the most successful company in the confectionary industry in Macedonia.

From the aspect of the food safety standards, Swisslion has always been one step ahead. In 2005, it acquired the HACCP certificate, and the following year, it was the first company in Macedonia which received the international certificate for food safety ISO 22000:2005. In 2008, Swisslion acquired the Kosher Certificate which is the sole prerequisite for the export on the markets with Jewish population, and successfully implemented the Halal Standard for targeting markets with Muslim population. The acquiring of the IFC certificate only added to the portfolio and this opened the doors to the European chains of supermarkets. One more piece of news for the point of view of the international standards is the receiving of the latest certificate for food safety FSSC 22000:2010, which Swisslion can use to enter the European and world markets, unobstructed.

All these data once again confirm that Swisslion is the driving force of the confectionary industry in Macedonia and with its operation and its products it is a model company for many companies in the country.

History

Swisslion is a multinational company with its headquarters in Fribourg, Switzerland. It was established in 1997 and in the same year the

production of high quality confectionary products began. In 1998 the operation of Swisslion DOO in Skopje, Macedonia started, at first as a general distributor, then as a production plant from a "Green field" investment. In 2001, with the sole purpose to achieve maximum productivity and effectiveness in the work, the company is divided into Swisslion DOO Skopje with basic activity production of confectionary products and Swisslion Mak DOO with the basic activity wholesale and retail and distribution of the entire range of the Swisslion Group. In 2005 Swisslion DOO Skopje expands its activity with the new production line for salted lasting pastry, and in 2006 it is the dominant owner of AD Agroplod Resen and performs a complete revitalization and modernization of the factory with the wide range of famous brands. In 2011 Swisslion continued its development policy and invested in a new transformer station and a new plant for dragee products. On the other hand Swisslion Mak DOO Skopje, with its continuous growth, developed into a company which managed to satisfy all the demands of its clients on the Macedonian market. As a part of Swisslion Mak, and as a part of its promotional activities, both shops "Slatka kuka" (Sweet House) operate in the center of Skopje.

Product

Swisslion has a wide range of products, distinguishable for their high quality and the affordable prices, produced with the state-of-the-art **SL technology**.

Starting with Eurobiscuit, Softy biscuit, Hello, Eurocrem, Ishleri with Eurocrem, Juvitana, Chocobanana and Choco-biscuit, the juices Takovo, through the famous brands Ressana, Agrokrem, the coffee Agroplod, dragee candy Bonny Top, peanuts, the flips, Cornflakes, Choco max and Coco max, as well as the two new production lines for the wafers Lenka and the biscuits Lenka and Bevita, Swisslion confirms that it has many brands which

have already proven themselves on the market with the long-lasting tradition of production and the original taste.

The brand Nutricea is the carrying brand of the range of products from the type of functional food. The products from the brand Nutricea are delicious, natural and nutritious cereals which are simple to prepare and full of healthy energy.

In 2011 the new brand Swisslion Choco Boom was launched, which was the introduction to the entire composition of related products.





In 2012 the company announces the new product- Eurocrem ice-cream with 30 different flavors.

Recent Developments

The innovations in production, technology, packaging and organization of the operation of the company are the key to the success of Swisslion. Encouraging and supporting the innovative thinking of the employees at Swisslion and modernization of the existing products and production capacities, has resulted with the development of dozens of new products every year.

The development projects of Swisslion are directed on one hand to activities which improve them, relieve them and optimize the everyday procedures of the work, and on the other hand drive them to larger investment projects in new lines, new equipment and removing of bottlenecks through investment in energy efficient projects. 2011 was a year of many realized projects, in investments and in organization. In 2011 the company invested in a new transformer station which initiated the intensive investment policy for the following 2 years. That same year Swisslion opened a new plant with a new production line for chocolate and sugar dragee of confectionary products and initiated the brand Choco Boom.

The safety of the food produced under the brand of Swisslion is a priority, so the company invested in a new internal laboratory equipped with the latest equipment where the highest standards are used for confirming the microbiological safety of the products.

From the aspect of new products in 2011, Swisslion was directed towards the development



of the program for extruded and puffed products. A new range of functional products "Nutricea" was developed which was intended for the entire population. It includes products with added vitamins and minerals and is a source of nutritive ingredients important for the proper development of every human organism.

In 2012 the company announces the long-anticipated Eurocrem ice-cream, which will make this summer even more interesting with its range of 30 well-known flavors.

Promotion

Swisslion is a company which constantly builds its reputation on the market, using non-aggressive and non-conventional promotional activities. Guided by the fact that the product quality is the key to create a loyal customer and to build trust in the brand, Swisslion primarily invests in high and modern quality in its production range. Part of the promotional activities of the company are the shops "Slatka kuka" which are located in attractive locations in the central urban area in Skopje and are an excellent opportunity for the company to present its vast range of products to its consumers.

The company policy so far was oriented mostly on B2B activities such as sales support, but in the last few years Swisslion complements these

activities with activities which target the consumers on the shelf. In 2010, the company made a promotional video which received the most prestigious award "Zlatna bubamara" for the most popular video commercial. Simultaneously the project for redesign of the entire range was successfully finished, which gave the products a more modern and more colorful look which is easily distinguishable for the consumers. The new web-page was made, and the new promotional activities are directed towards many surprises from the social media marketing.

The remaining promotional activities are the humanitarian donations made quite often and the support of the cultural activities, which only add to the reputation of the socially responsible operation of Swisslion. Also, the company supports the sports and the healthy way of life through establishing its own football team, which trains actively and regularly receives the support of all the employees from the Swisslion family.

With its external communication during these 14 years, Swisslion confirms the values of the company oriented towards the transparent work, care for the employees and their families, support of the local communities where it operates, as well as the complete commitment towards consumers by providing healthy and safe food.

Brand Values

All Swisslion products, produced in highly automated and robotized machines, thus complying with the special standards during production, are the carriers of the "SL" mark, which is a symbol and guarantee of top quality and technology, production of natural and healthy food with controlled origin of the raw materials and the perfect taste, i.e. the symbol of the modern and highly automated technology.

In addition to the high quality, Swisslion constantly strives towards the production of healthy and safe products for its consumers, so the implementing of the highest standards for safe food such as ISO 22000:2005, HACCP, Kosher, Halal, FSSC 22000:2010 are only a step further to insure the safety of the product, and thus increase brand value in whole.

www.swisslion.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

Swisslion

- Swisslion began the production of ice-creams under the brand Eurocrem ice-cream.
- Eurocrem will soon be available to all the fans in the form of ice-cream.
- Choco boom, the new brand of Swisslion is the perfect combination of whole-meal cereals and a minimum of 70% milk chocolate.
- Swisslion, on the Balkan owns over 70 shops in their ownership called "Slatka kuka Swisslion", and in their range they have alcoholic beverages such as Takovo Viljamovka, Takovo Lincura, Takovo Prepecenica and Takovo Pelinkovec.
- The vodka Baltic is an original brand of the Swisslion Group.
- Swisslion in Macedonia, makes over 8.5 million tons of confectionary products a year.

