



PETROS GEMINTZIS, DIREKTOR

## DOBRA INVESTICIJA SALFORDA

- Godišnji promet kompanije oko 130 miliona evra. - Sertifikat HAACP garantuje bezbednost proizvoda

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## SALFORD'S GOOD INVESTMENT

- The company's annual turnover is 130 million euros. - HACCP certificate guarantees product safety

IMLEK je akcionarsko društvo smešteno nadomak Beograda, glavnog grada Srbije, najvećeg potrošačkog centra. IMLEK je lider mlekarke industrije Srbije, a od iduće godine namerava značajnije da izvozi svoje proizvode.

### Koliki je udeo IMLEK-a na tržištu?

- IMLEK pokriva 40 posto ukupne proizvodnje mleka u Srbiji, a godišnji promet kompanije iznosi oko 130 miliona evra. Pored IMLEK-a, lideri mlekarke industrije na domaćem tržištu, članice Dunav Hrana grupe su Novosadska i Subotička mlekar. Kompanija IMLEK danas ne zaostaje za svetski razvijenim kompanijama.

### Kakvi su planovi i kakva su dosadašnja ulaganja u IMLEK?

- U 2007. godini godini IMLEK će investirati 26 miliona evra u proizvodnju, transport i distribuciju mleka i mlečnih proizvoda, i namerava da poveća dnevnu proizvodnju mleka na 800.000 litara. To znači da godišnje treba da obradimo oko 290 miliona litara mleka. Cilj nam je da dnevno prerađujemo milion litara mleka, a taj plan ćemo ispuniti do kraja 2008. godine. U 2006. godini uložili smo više od 15 miliona evra, naravno najviše u proizvodnju, ali i u transport i distribuciju. IMLEK je za protekle tri godine uložio više od 30 miliona evra u unapređenje kvaliteta i obima proizvodnje.

### Da li IMLEK podstiče razvoj stočarstva u Srbiji?

- Investiranje je počelo ulaganjem u farme, a nastavljamo sa ulaganjem u modernizaciju sakupljanja mleka i ulaganjem u proizvode. Proces investiranja se nastavlja paralelno sa razvojem novih proizvoda i unapređenjem postojećih. Sa restrukturiranjem mlečne industrije u Srbiji, restruktuirala se i stočarstvo. U Srbiji pos-

IMLEK is a joint stock company located near Belgrade, the Serbian capital and the largest consumer center. At the same time, this company is the leader in the Serbian dairy industry, which plans considerably to increase the exports of its products next year.

### What is IMLEK's market share?

- Imlek covers 40 percent of the total milk production in Serbia, and the company's annual turnover is 130 million euros. Apart from IMLEK, the leaders in the dairy industry on the domestic market, members of the Danube Food Group, are the Novi Sad and Subotica dairy factories. Today, the IMLEK company does not behind developed world companies.

### What are the plans and what investments have been made in IMLEK so far?

- In 2007, IMLEK will invest 26 million euros in the production, transport and distribution of milk and milk products, and it intends to increase its daily milk production to 800,000 liters of milk per day. This means that, at the annual level, around 290 million liters of milk will be processed. The company's goal is to process a million liters of milk in three years' time, and we will fulfill this plan by the end of 2008. In 2006, more than 15 million euros were invested mostly in production, but in transport and distribution as well. Over the past three years, IMLEK invested more than 30 million euros in the improvement of the quality and scope of production.

toji veliki broj malih i lokalnih mlekarica koje imaju svoje mesto na tržištu, ali ne mogu da obezbede razvoj u skladu sa savremenim zahtevima mlekarke industrije. IMLEK neprestano ulaže u unapređenje kvaliteta i obima proizvodnje.

### Da li kompanija ima potrebne sertifikate za izvoz mleka i mlečnih proizvoda?

- Uspeh kompanije je svakako dobijanje sertifikata HAACP, koji je obavezan za tržišta Evropske unije i Svetske trgovinske organizacije i garantuje bezbednost proizvodnje u svim njenim fazama, kao i ujednačen kvalitet procesa proizvodnje.

U toku su pripreme za dobijanje svih relevantnih sertifikata za dalji razvoj kompanije.

### Kakvi su izvozni planovi IMLEK-a pošto je dobio sertifikat HAACP?

- IMLEK se regionalno razvio i nastavlja da se razvija na tržištu Makedonije, Bosne i Hercegovine i Hrvatske, a planira i izvoz u zemlje Evropske unije.

Očekujemo da ćemo sa izvozom u Evropsku uniju početi sledeće godine, a do tada je bitno da stvorimo brendove da bismo izdržali konkurenciju na tom tržištu i zadržali vodeće mesto u regionu. IMLEK u Srbiji svakodnevno zadovoljava potrebe nekoliko miliona potrošača i za svoje proizvode dobija najbolje ocene Pokreta potrošača.



### Koliko proizvoda ima IMLEK?

- Kompanija ima oko 80 različitih mlečnih proizvoda. To je rezultat duge tradicije, znanja, savremene tehnologije i stalnog unapređenja proizvodnje. IMLEK mesečno proizvodi 18.000 tona svih proizvoda, od čega su 7.000 tona kiseli mlečni proizvodi, 350 tona sireva, više od 6.000 tona UHT mleka *Moja kravica* i više od 3.000 tona svežeg mleka. Oko 120.000 litara mleka se koristi za proizvodnju sireva, a ostalo mleko za takozvani sveži program u kojem su sve vrste jogurta, kiselog mleka, pavlake, maslaca... Inovacije u pasterizaciji mleka i nova ambalaža omogućavaju produžen rok trajanja svežeg mleka na šest dana.

### With its activities, does IMLEK contribute to the development of cattle breeding in Serbia?

- The investments started with farms, and we continued by investing in the modernization of the process of collecting milk and with investments in the products. The investing process continues alongside the development of new products and the improvement of the existing ones. The restructuring of the dairy industry in Serbia also provides for the restructuring of cattle breeding. There is a large number of small and local dairy factories in Serbia which have their place on the market, but they cannot ensure their development in line with the modern requests of the dairy industry. Over the past three years, IMLEK invested around 30 million euros in the improvement of the quality and scope of production.

### Does the company have the necessary certificates for exporting milk and milk products?

- HACCP certificate quite certainly represents a success for the company. This will make it possible for us to export to foreign markets. The HACCP is obligatory for the markets of the European Union and the World Trade Organization, and it guarantees the safety of production in all its phases, as well as an even quality of the production process.

Underway are preparations for obtaining all the relevant certificates for the company's further development.

### What are IMLEK's export plans after obtaining the HACCP certificate?

- IMLEK is planning its regional development to the markets of Macedonia, Bosnia-Herzegovina and Croatia, and it is also planning to export to European Union countries.

We can expect exports to the European Union next year, and until then it is important that we create brands so as to be able to endure the competition and to retain the leading position in the region. In Serbia, Imlek satisfies every day the needs of several million consumers and it receives the best assessments from the Consumers' Movement.

### How many products does IMLEK have?

- The company has 80 different dairy products. This is the result of a long tradition, knowledge, modern technology and the constant improvement of production. On a monthly basis, IMLEK produces a total of 18,000 tons of products, out of which 7,000 tons are sour milk products, 350 tons are cheeses, over 6,000 tons are the "Moja Kravica" UHT milk and more than 3,000 tons are fresh milk. Around 12,000 liters of milk are used for the production of cheese, and the remaining milk is used for the so-called fresh program which includes all types of yogurts, sour milk, cream and butter. The innovations in the milk pasteurization process resulted in new fresh milk, which, together with the redesigned packaging, has increased the shelf-life of the product to six days.

## TRŽIŠTE

IMLEK a. d. je apsolutni lider u domaćoj mlekarskoj industriji. U Srbiji se godišnje proizvodi oko 1,5 milijardi litara mleka, a od toga je 260 miliona IMLEK-ovo mleko. Mleko vrhunskog kvaliteta sakuplja se od 13.000 proizvođača sa polovine teritorije Srbije.

Korporaciju IMLEK čini Sirovinski sektor, Distribucija i logistika, Kontrola kvaliteta, Proizvodnja, Prodaja, Finansije, Sektor nabavke, Marketing i PR, HR, IT sektor i Investicije.

## DOSTIGNUĆA

Nedavno je kompanija Imlek proglašena za nacionalni Superbrand, a neki od Imlekovih proizvoda su poneli i laskavu titulu Grand Superbrands.

Na 74. međunarodnom poljoprivrednom sajmu u Novom Sadu IMLEK-ovi proizvodi su u kategoriji mleka i mlečnih proizvoda dobili potvrdu Šampion kvaliteta. Potvrda uspešnog poslovanja su i brojna priznanja. **Apsolutni šampion kvaliteta** je priznanje koje IMLEK već godinama osvaja na brojnim sajmovima.

IMLEK je dobio sertifikat HACCP, što takođe predstavlja veliko priznanje vrhunskom kvalitetu njegovih sirovina, tehnologije rada i proizvoda.

U IMLEK-u se posebna pažnja posvećuje proizvođačima mleka. Svake godine kompanija IMLEK organizuje dan farmera i program za svoje najuspešnije kooperante. Najveći IMLEK-ov isporučilac mleka je Poljoprivredni kombinat Beograd – PKB.

## ISTORIJA

Pre nešto više od pola veka, 1953. godine u gazdinstvu Lepušnica u Glogonjskom ritu podignuta je prva dopunska mlekaru u PKB-u, koja predstavlja začetak IMLEK-a. Proizvodnja mleka je tokom godina postepeno rasla. Godine 1992. IMLEK a. d. i kompanija *Alfa Laval* iz Beča sklopile su ugovor o poslovno-tehničkoj saradnji. Partneri su otad zajednički nastupali na svetskom tržištu u projektovanju i podizanju mlekaru i opremanju tehnoloških linija, a 1987. godine su osnovali mlekaru u Krasnodaru u Rusiji.

Tokom 2003. i 2004. godine Investicioni fond *Salford* postao je većinski vlasnik IMLEK-a.

## PROIZVOD

Na tržištu se nalazi veliki broj proizvoda: UHT mleko *Moja kravica*, sveže mleko *Moja kravica*, čokoladno mleko *Moja kravica*, *Moćni milk shake*, *Slatka pavlaka*, sladoledna smesa *Big mix*, jogurt *Moja kravica*, *Fit jogurt*, probiotik *Viva Imuno formula*, *Jogurt balans +*, *Kefir*, voćni jogurt *Jogood*, *Jogood musli*, *Voćko*, desertni jogurt *Fkert*, polutvrđi i beli sirevi, namazi, maslac...

IMLEK-ov poslovni imperativ je stalna kontrola kvaliteta mleka. Posle muže mleko se skladišti pod odgovarajućim uslovima. U najkraćem roku, a najduže dva sata posle muže, mleko se hladi na temperaturu do četiri stepena Celzijusovih u posebnim rashladnim uređajima – laktofrizama, a kvalitet se kontroliše do konačnog proizvoda.

## THE MARKET

IMLEK a.d. is the absolute leader of the domestic dairy industry in Serbia. Around 1.5 billion liters of milk are produced in Serbia annually, out of which 260 million liters are IMLEK's milk. Top quality milk is collected from 13,000 producers on 50 percent of the territory of Serbia.

The corporative structure consists of the raw material sector, distribution and logistics, quality inspection, production, sales, finances, procurement sector, marketing and PR, HR, the IT sector and investments.

## ACHIEVEMENTS

The Imlek Company was recently proclaimed the national Superbrand, while some of Imlek's products received the flattering title of Grand Superbrands.

At the 74<sup>th</sup> International Agriculture Fair in Novi Sad, IMLEK's products were declared the Quality Champions in the category of milk and milk products. Its successful business performance is also confirmed by numerous awards – **the Absolute Quality Champion award** – which it has been receiving for years now at a series of fairs.

The top quality of the raw material, work technology and products was also contributed to by the process of obtaining the HACCP certificate.

Special attention is devoted at IMLEK to milk producers. Every year, the IMLEK company organizes a Farmers' Day and a program for its most successful subcontractors. IMLEK's biggest milk supplier is the Poljoprivredni Kombinats Beograd – PKB agricultural complex.

## HISTORY

A little over half a century ago, in 1953, the first dairy plant at PKB was opened on the Lepušnica farm in Glogonjski Rit. This practically marked the formation of the IMLEK dairy factory. Over the years, milk production gradually grew. In 1992, IMLEK a.d. and the Alfa Laval company of Vienna concluded a contract on business and technical cooperation. Since then, the partners have been appearing together on the world market in the designing and construction of dairy factories, as well as in the equipping of technological lines, while in 1987 they even made a dairy plant in Kasnodar, Russia.

In the course of 2003 and 2004, the Salford Investment Funds became IMLEK's majority owner.

## PRODUCT

There is a large number of products being offered for sale: the "Moja Kravica" UHT milk, "Moja Kravica" flesh milk, "Moja Kravica" chocolate milk, "Moćni" milk shake, sweet cream, the Big Mix ice cream mixture, "Moja Kravica" yogurt, "Fit" yogurt, the Viva immune formula, the "Balance +" yogurt, kefir, "Jogood" fruit yogurt, "Jogood" musli, "Voćko", "Fkert" desert yogurt, cheeses – semi-hard, white, spreads, butter.



Proizvodi se prevoze do prodavnica u specijalnim termostabilnim transportnim vozilima.

## NAJNOVIJI TOKOVI

2007. je za IMLEK godina rezultata višeslojnih ulaganja, te se jedna za drugom nizu marketinške kampanje sa potpuno novim ili inovisanim proizvodima i redizajniranom ambalažom.

Kompanija ima oko 13.000 kooperanata od kojih dobija mleko. Kod nekih od njih, uglavnom na većim farmama, IMLEK je postavio 3.000 laktofriza (aparata za čuvanje mleka) i mužnu opremu. Takođe, postavio je najstrože kriterijume za kvalitet mleka koje prima od kooperanata.

Sve farmere IMLEK pomaže infrastrukturom, kreditiranjem, obukom i treningom, što rezultira proizvodnjom mleka prema EU standardima.

Tokom 2006. godine IMLEK je investirao 17 miliona evra, od kojih je 13 miliona evra uložio u tzv. hladni lanac, uključujući i rashladne vitrine u radnjama. Oko 1,5 miliona evra investirao je u vozila u okviru hladnog lanca – specijalne hladnjače cisterne koje održavaju temperaturu mleka od četiri do pet stepeni Celzijusa.

Početak 2007. godine obeležila je još jedna značajna akcija. Najnoviji Unicefov poster sa slikom dečaka koji pije IMLEK-ovo mleko nedavno je obišao svet. Plakat je pripremljen povodom šezdesetogodišnjice Unicefa i poslat je u šezdeset zemalja.

Zanimljivo je da saradnja Unicefa i IMLEK-a traje još od 1957. godine, kada je Unicef dodelio IMLEK-u liniju za pasterizaciju i flaširanje 30.000 litara mleka dnevno.

## VREDNOSTI BRENDIA

IMLEK je najveća kompanija domaće mlekarske industrije, dominira tržištem sa jakim brendovima. Komunikacijom sa potrošačima bavi se sektor marketinga. Jedan od projekata putem kojih IMLEK ostvaruje direktnu vezu s potrošačima je Call center.

### ONO ŠTO NISTE ZNALI

Dnevna doza kalcijuma koja se preporučuje mladima od 50 godina iznosi 1.000 mg i oni tu dozu mogu zadovoljiti sa tri čaše mleka *Moja kravica*. Za starije se preporučuje 1.200 mg kalcijuma, što sadrži jedan *Fit jogurt* od 250 g i tri čaše mleka *Moja kravica*.



[www.imlek.co.yu](http://www.imlek.co.yu)

IMLEK's business imperative is the constant control of milk quality. After the milking, the milk is stored under adequate conditions. Within the shortest possible period of time, and two hours after the milking the most, milk is cooled off at a temperature of four degrees Centigrade, in special cooling devices –lactofreezes. The quality control lasts until the finished product is obtained.

Special thermo-stable transport vehicles are used for distribution to sales facilities.

## THE LATEST TRENDS

The year 2007 is for Imlek a year of multi-layered investments, so that one marketing campaign keeps succeeding another, presenting completely new and innovated products, as well as redesigned packaging.

The company has around 13,000 sub-contractors from whom it obtains milk. IMLEK has invested in some of them, larger farms, by installing 3,000 lactofreezes (for storing milk) and milking equipment, at the same time setting the strictest criteria for receiving milk. IMLEK assists all farmers with the infrastructure, crediting and training, this resulting in the production of milk according to EU standards. In 2006, IMLEK invested 17 million euros, out of which 13 million euros went into the so-called cold chain, including refrigeration cabinets and store shelves. Around 1.5 million euros have been invested in transport devices within the cold chain – special transport means – tanks that keep the milk temperature between four and five degrees.

The beginning of 2007 was marked by yet another important drive. UNICEF's latest poster with the picture of a boy drinking IMLEK's milk recently toured the world. The poster was prepared for UNICEF's sixtieth anniversary and was distributed in sixty countries.

Interestingly enough, cooperation between UNICEF and IMLEK dates back to 1957, when UNICEF presented IMLEK with a line for the pasteurization and bottling of 30,000 liters of milk daily.

## BRAND VALUES

IMLEK is the largest company of the domestic dairy industry and it dominates the market with strong brands. The marketing sector is in charge of communicating with consumers. One of the projects through which IMLEK has a direct link with the consumers is the Call Center.

### WHAT YOU DID NOT KNOW

The recommended daily dose of calcium for persons up to 50 years of age is 1,000 mg and this dose can be obtained with three glasses of "Moja Kravica" milk. For persons above 51, the recommended dose is 1,200 mg of calcium, which is approximately one 250 gram "Fit" yogurt and three glasses of "Moja Kravica" milk.