

Carnex osvaja tržište kvalitetom

Carnex Wins the Market with Quality



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General Manager

- Carnex 2006. godine kupio londonski Ashmore. – Uskoro izgradnja nove fabrike za preradu mesa. - Kada poveća proizvodni kapacitet, Carnex kreće na tržište Rusije, Kine i Japana.

- In 2006, Carnex was acquired by Ashmore from London. – Construction of new meat plant soon. – When production capacity increases, Carnex goes for markets in Russia, China and Japan.

Carnex je bio čuveni brend na prostorima bivše Jugoslavije. Nastavio je sa politikom kvaliteta i danas zaslužno ima poziciju lidera na tržištu mesa i mesnih prerađevina u Srbiji. Carnex, koji je sinonim za ukusan, zdrav, dobar za logaj, obnovio je proizvodnju zahvaljujući investicijama novog „prijateljskog“ vlasnika - Ashmore Group Plc, Velika Britanija, koji je kupio 92 % Carnexa.

Planovi novog menadžmenta u ostvarenju biznis planova za budućnost predviđaju da Carnexove prerađevine od mesa osvoje i trpeze Ukrajinaca, Rusa, Kineza i Japana.

Carnex used to be a famous brand in the former Yugoslavia. They have maintained their quality policy and nowadays they hold a leading position in the meat and meat products market in Serbia. Carnex, which is a synonym for a tasty, healthy and good snack, revived their production thanks to investments of a new 'friendly' owner – Ashmore Group Plc from Great Britain, which bought 92% of Carnex assets.

Plans of the new management in terms of realisation of future business plans envisage Carnex meat products winning the palates in Russia, China and Japan.

Kakve razvojne planove ima novi menadžment Carnexa?

- Domaće tržište nam i dalje ostaje prioritetno, iako na njemu vlada prilično jaka konkurencija u industriji mesa. Naša strategija je da se približimo kupcima kroz velike tržne centre i ponudimo im vrhunski kvalitet i ukusnu hranu na koju su navikli.

Nećemo napustiti ni druga tradicionalna tržišta koja već ima Carnex, ali smatramo da je tržište Evrope u velikoj meri zasićeno ponudom dobre i kvalitetne hrane. Zato će se Carnex preorijentisati na takozvana "gladna" tržišta, tržišta u razvoju koja nisu zasićena ponudom. Prema novom razvojnom programu Carnex treba da se orijentiše na tržišta Ukrajine, Rusije, Kine i Japana. Ali, da bi se to dogodilo, pre svega treba da proširi kapacitete za hlađenje i preradu mesa. Zbog toga se planira izgradnja nove fabrike, koja bi trebalo da bude završena do kraja 2010. godine. Do tada ćemo raditi na obuci radnika, uvođenju standarda kvaliteta, usavršavanju zaposlenih za nove izazove koji će ih čekati u ovim uslovima veće proizvodnje i dinamičnije međunarodne trgovine. Uložićemo novac i u nova transportna vozila, kako bi kvalitet hrane prilikom transporta do potrošača bio u potpunosti očuvan.

Da li razvojnim planovima Carnexa odgovaraju regionalni i bilateralni sporazumi Srbije sa drugim zemljama kojima se olakšava prekogranični protok robe?

- Za nove planove povećanja proizvodnje i plasmana robe veliki značaj ima sporazum CEFTA, sporazum Srbije i Rusije o bescarinskom uvozu robe, kao i drugi sporazumi kojima se reguliše olakšanje trgovine u regionu. To će u velikoj meri ubrzati investicioni ciklus u Carnexu i isplativost ulaganja, jer ćemo imati manje prepreka za plasman proizvoda.

Da li Carnex ima mogućnosti da upravlja proizvodnjom zdravog mesa po standardima zdrave hrane, a samim tim i rizikom?

- Carnex predstavlja zaokruženi sistem za proizvodnju i preradu mesa i samo je pitanje u kojoj meri će se širiti delovi tog sistema i na koji način funkcionisati. Carnex ima u svom sastavu kompletan lanac proizvodnje po sistemu „od njive do trpeze“. To znači da u



What development plans does new Carnex management have?

- Local market remains our priority, even though competition in the meat industry is quite strong. Our strategy is to reach customers through large shopping malls and offer them top quality and tasty food they have been used to.

We are not going to neglect other markets where Carnex has already established its presence, but we think that the European market is already brimming with good, prime food. This is why Carnex will turn to the so-called 'hungry' markets, the developing markets which are not oversupplied. According to the new development programme, Carnex should orientate to markets of Ukraine, Russia, China and Japan. But, in order to realize this, we need to increase the capacity of coolers and the meat production. This is the reason for planning a construction of a new plant, which should be finalized by the end of 2010. Until then, we will work on training of staff, on introducing quality standards and on improving technical skills of employees to meet new challenges they might encounter in the processes of increased production and a more dynamic international trade. We are going to invest in new transportation vehicles in order to preserve food quality during transportation to our consumers.

Is Carnex development plan harmonized with the regional and bilateral trade facilitation agreements between Serbia and other countries?

- CEFTA and free trade agreement between Serbia and Russia, as well as other agreements which regulate trade facilitation in the region are of immense importance for our new plans about production increase and placement of goods. This will accelerate Carnex investment cycle and cost effectiveness, since we will have fewer obstacles in product placement.

Does Carnex have an opportunity to manage the production of healthy meat products according to the food safety standards, including the risks?

- Carnex has an integrated system of meat production and processing, and the only issue now is the degree of development of this system and its functioning. Carnex has a complete 'from farm to table' production chain. This

biljnoj proizvodnji i proizvodnji hrane za stoku ima sopstvenu sirovinску bazu za uzgoj stoke, a na farmama svinja bazu za fabriku za preradu mesa. Činjenica da se „pod jednim krovom“ nalazi čitav lanac proizvodnje, omogućila je Carnexu da kontinuiranom kontrolom obezbedi dugogodišnji visoki kvalitet svojih proizvoda. Tako će i ostati i mi samo nameravamo da proizvodnju obnovimo, proširimo i unapredimo u skladu sa novim standardima za proizvodnju namirnica, što će nam i formalno otvoriti vrata stranih tržišta.

Kolika ulaganja su predviđena master planom i u kom vremenskom periodu će biti završen investicioni ciklus u fabriku?

- Zahvaljujući značajnim investicijama britanskog Ashmore, Carnex će u narednom periodu postati moderna industrija mesa koja će poboljšati i proširiti proizvodne kapacitete. Poljoprivrednoj proizvodnji, kao sirovinskoj bazi za proizvodnju stočne hrane, biće posvećena posebna pažnja u budućem periodu. Najzad, kao odgovoran član lokalne zajednice, Carnex će uložiti znatna sredstva u poboljšanje zaštite životne sredine, kako u krugu fabrike, tako i u lokalnoj zajednici.

Carnexov ekološki fond

Carnex je dao inicijativu za formiranje Ekološkog fonda za čišćenje Velikog bačkog kanala u Vojvodini. Želeo je da bude osnivač i prvi donator koji daje pozitivan primer lokalnoj privredi i stanovništvu.

Ovakva inicijativa je u skladu sa odlukom EU o ekološkoj zaštiti Dunavske regije.

Na koji način ćete se uključiti u programe zaštite okoline?

- Preduzeli smo niz mera u nastojanju da naša postrojenja emituju što manje štetnih materija, poput otpadnih voda i čvrstog otpada. Pripremamo izgradnju postrojenja za prečišćavanje otpadnih voda, kojim će se otpadne vode odlivati u zajednički kolektor za kompletnu industriju ovog kraja, u čijoj izgradnji učestvuju Vrbas i Kula. Tako ćemo zajedno doprineti pretvaranju Velikog bačkog kanala u zdravu životnu sredinu.

Koliko proizvoda sada ima Carnex i koji su proizvodi najtraženiji?

- Nekada je asortiman Carnexa imao više od 250 proizvoda, koje je izvezio u Veliku Britaniju, SAD, bivši SSSR, bivšu Zapadnu Nemačku, Španiju, Australiju, Bugarsku i Jordan. Carnex sada ima u svom asortimanu oko 140 proizvoda. Najtražene su razne vrste pašteta, gotovih jela, kao i pojedine vrste polutrajne robe kao što su viršle i slično.

Da li se akcije Carnexa kotiraju na Beogradskoj berzi?

- Akcije Carnexa se kotiraju na Beogradskoj berzi, ali se njima ne trguje u kontinuiranom trgovanju, već metodom preovlađujuće cene.

Ashmore grupa iz Londona je vlasnik 92% Carnexa, dok preostali deo pripada malim akcionarima.

means that, by producing crops and animal foods, Carnex has its own livestock resources and pig farms for the meat processing plant. The whole chain of production being 'under one roof', made possible for Carnex to ensure a high product quality for many a years by conducting continuous controls. This will remain so and we intend to revive, broaden and improve the production to be in line with new food production standards, which will open doors of foreign markets to us.

What big investments does the Master Plan involve and what is the investment cycle deadline?

- Due to considerable investments of the British Ashmore, in the upcoming period of time Carnex will become a modern meat industry which will improve and expand its production capacities. In future, special attention will be paid to agricultural production as a basis of animal foods. Finally, being a responsible local community member, Carnex will invest considerable resources in improving the ecological situation, both in the company circle and the local municipality.

Carnex Ecological Fund

Carnex initiated establishing of an Ecological Fund for purification of the Great Backa Channel in Vojvodina. Their wish was to become founders and first donors who would set an example to the local industry and the population.

Such an initiative is in conformity with the EU decision about ecological protection of the Danube River.

What is your participation in environmental programmes?

- We undertook a series of measures in order to reduce emission of hazardous substances, such as liquid and solid waste. Preparations are underway for the construction of liquid waste disposal system, which will drain the waste to a joint wastewater collector for the whole industry in the region, whose construction is done by the municipalities of Vrbas and Kula. Thus, we will together contribute to changing of the Great Backa Channel back to healthy environment.

How many products does Carnex have now and which are in the highest demand?

- Carnex used to have a range of over 250 products, which were exported to Great Britain, USA, former USSR, former Western Germany, Spain, Australia, Bulgaria and Jordan. Now Carnex has an assortment of about 140 products. The most popular are various pâtés, canned meals and certain kinds of semi-durable goods, such as hot-dogs and similar foods.

Are Carnex shares in demand on Belgrade stock market?

- Carnex shares are rated well on the Belgrade stock market; however they are not in continuous trade but are offered according to the higher price method.

Ashmore Group from London is owner of 92% of Carnex, while the remaining shares belong to small shareholders.

Hju Dezmond MekRejnolds

RADNA BIOGRAFIJA

Direktor, Irska
2006-2007 - Grampian Country Pork, Cookstown

Direktor fabrike
2005-2006 - United Dairy Farmers, Dale Farm

Direktor poslovanja
2001-2005 - Grampian Country Pork, Halls

Generalni direktor
2000-2001 - Harris Winsford, Malton

Generalni direktor
1999-2000 - Unipork Enniskillen, Malton

Generalni direktor
1998-1999 - Unipork Cookstown, Malton

Generalni direktor
1995-1998 - Mattessons Walls, Kerry Foods

Zamenik generalnog dir.
1994-1995 - Robirch, Kerry Foods

Generalni direktor
1990-1994 - H. Denny & Sons, Kerry Foods

Kontrolor proizvodnje (mlekara)
1989-1990 - M.M.B., Bangor Dairies

Tehnički saradnik
1989-1989 - M.M.B., Bangor Dairies

Zamenik nadzornika (mlekara)
1988-1989 - M.M.B., Bangor Dairies

Zamenik nadzornika (sladoled)
1988-1988 - M.M.B., Bangor Dairies

Tehnolog razvoja
1986-1988 - M.M.B., Uprava

Šef proizvodnje (mlekara)
1984-1986 - Glenmills Dairies

ENGLISKI VLASNIK

Industrija mesa Carnex iz Vrbasa osnovana je 1958. godine i desetak godina je radila kao klanica, koja se razvila u industriju mesa i mesnih prerađevina sa lideskom pozicijom u regionu i plasmanom proizvoda na međunarodnom tržištu.

U Novembru 2006. godine 92% kapitala kompanije prešlo je u vlasništvo Ashmore Group Plc, sa sedištem u Londonu i kancelarijama u Njujorku i Hong Kongu.

Ashmore Group Plc. je kompanija specijalizovana za aktivno upravljanje investicionim fondovima i sredstvima na tržištima u razvoju. Kotirana je na Londonskoj berzi i spada u 250 najvećih kompanija Velikoj Britaniji.

ENGLISH OWNER

Meat industry Carnex from Vrbas was founded in 1958. and used to operate as a butchery, which later evolved in meat and meat product industry with a leading position in the region and placement of products on the international market.

In November 2006., 92% of the Company assets were bought by the Ashmore Group Plc, based in London and with branch offices in New York and Hong Kong.

Ashmore Group Plc. is a company specializing in active management of investment funds and resources in the developing markets. It is well rated on the London market and it is among 250 largest companies in Great Britain.

Hugh Desmond McReynolds

CAREER SUMMARY

MANAGING DIRECTOR - Ireland
2006 to 2007 - Grampian Country Pork (Cookstown)

FACTORY MANAGER
2005 to 2006 - United Dairy Farmers (Dale Farm)

MANAGING DIRECTOR
2001 to 2005 - Grampian Country Pork (Halls)

GENERAL MANAGER
2000 to 2001 - Harris Winsford (Malton)

GENERAL MANAGER
1999 to 2000 - Unipork Enniskillen (Malton)

GENERAL MANAGER
1998 to 1999 - Unipork Cookstown (Malton)

GENERAL MANAGER
1995 to 1998 - Mattessons Walls (Kerry Foods)

DEPUTY GENERAL MANAGER
1994 to 1995 - Robirch (Kerry Foods)

GENERAL MANAGER (OPERATIONS)
1990 to 1994 - H. Denny & Sons (Kerry Foods)

PRODUCTION CONTROLLER (DAIRY)
1989 to 1990 - M.M.B. (Bangor Dairies)

TECHNICAL ASSISTANT
1989 to 1989 - M.M.B. (Bangor Dairies)

DEPUTY FOREMAN (DAIRY)
1988 to 1989 - M.M.B. (Bangor Dairies)

DEPUTY FOREMAN (ICE CREAM)
1988 to 1988 - M.M.B. (Bangor Dairies)

DEVELOPMENT TECHNOLOGIST
1986 to 1988 - M.M.B. (Head Office)

PRODUCTION MANAGER
1984 to 1986 - Glenmills Dairies



www.carnex.rs