

PEČAT POVERENJA

Svetsko udruženje trgovinskih komora dodelilo je ITM Group početkom 2006. godine "pečat poverenja". Ovo izuzetno priznanje je potvrda visokih standarda poslovanja uspostavljenih u ITM Group, kao globalnog brendinga. ITM je prva kompanija iz Srbije koja je dobila ovo prestižno međunarodno priznanje. "Pečat poverenja" je svetski priznat znak trgovinskih komora. To je sistem vrednovanja pomoću koga trgovinske komore verifikuju informacije o kompaniji i istovremeno joj omogućavaju značajan nastup na globalnom nivou.

Intervju: **Toplica Spasojević**, vlasnik i predsednik ■■■

ITM Group lider logističke distribucije

■■■ **Kompanija ITM Group iz Srbije deo kiparskog holdinga. - ITM zastupa oko 20 svetskih brendova. - Rusija najuspešnije tržište za holding. - Stvara se najveći distributivni logistički centar na Zapadnom Balkanu u Srbiji**

ITM Group je srpska kompanija, deo međunarodnog poslovnog sistema koji posluje po svim principima mini multinacionalne kompanije u sedam zemalja, između Zapada i Istoka - od Danske, Norveške, Holandije do Rusije i drugih zemalja.

Jedan od vlasnika ovog međunarodnog poslovnog sistema i predsednik kompanije ITM Group, dela ovog sistema u Srbiji, je **Toplica Spasojević**, koji objašnjava način funkcionisanja holdinga, delatnost kompanije i njene poslovne planove na nivou holdinga i u Srbiji.

Kakav je koncept funkcionisanja holdinga u čijem sastavu je ITM Group iz Srbije?

- Vlasništvo je globalno, a rukovodjenje lokalno. Srž operacija holdinga je u Beogradu, Moskvi i u Beču. U pitanju je više samostalnih preduzeća koja su u zemlji gde se nalaze registrovana po lokalnim propisima i predstavljaju lokalne privredne subjekte, a povezana su u holding, koji je većinski vlasnik većine tih preduzeća. Tako smo postavili kompaniju od osnivanja 1990. godine, kada smo shvatili da je neizvesna budućnost tadašnje Jugoslavije, i tako je ostalo.

U tom periodu smo se koncentrisali pre svega na Rusiju i Austriju, a onda i na Veliku Britaniju, a kada je situacija dozvolila, na Srbiju i ostatak regiona.

Kako holding funkcioniše u svetu?

- U svetu imamo samo velike distributivne centre, ali je u poslovnom programu predviđena izgradnja nekih fabrika u Rusiji i jedna manja u Srbiji. Radi se o proizvodima multinacionalnih kompanija iz Belgije i Turske koje imaju pogone u Brazilu, u Americi i u Australiji. U pitanju su sredstva za industrijsko čišćenje raznih fabrika, koje mi već dugo godina distribuiramo, u Rusiji.

Kako radi kompanija ITM Group u Srbiji?

- ITM Group u Srbiji razvija savremenu logistiku i distribuciju proizvoda i u tom sektoru namerava da postane lider u ovom delu Evrope.

ITM Group u Srbiji predstavlja nekoliko preduzeća, a to su Hladnjača Apatin, Industrija precizne mehanike, Sport



cafe, Industrokomerc sistem i brokersko dilersko društvo ITM Monet. Kompanija u Srbiji ima najsavremeniji logistički distributivni centar u Šimanovcima i zastupa 20 stranih brendova, u mnogim slučajevima kao ekskluzivni partner za distribuciju u Srbiji.

Srbija je zahvalno tržište za kompaniju ITM Group kao zastupnika poznatih svetskih brendova. To je sofisticirano tržište, a naši kupci poznaju trendove do tančina i puno polažu na kvalitet, etiketu, dizajn i sa te strane je zadovoljstvo raditi ovde. Ekonomska situacija i čitava tranzicija smanjile su kupovnu moć srpskog potrošača, inače oni rado kupuju poznate i kvalitetne brendove.

Kako će ITM Group dalje razvijati poslove u Srbiji?

- Glavni program u Srbiji je dalji razvoj logističke distribucije. U Srbiji imamo najsavremeniji distributivni centar u Šimanovcima, ali ćemo ga u saradnji sa Bambijem i Imlekom proširiti. To će uskoro postati najveći logistički provajder u ovom sektoru u ovom delu Evrope, koji će imati mogućnosti za skladištenje zamrznute hrane na -20°C, za mlečne proizvode na +4°C, za čokolade



SEAL OF TRUST

The World Chamber Network has in 2006 awarded ITM, with the "Chamber Trust Seal". This prestigious reward is the verification of high business standards established in the ITM group as the global branding. ITM is the first company from Serbia to receive this prestigious international recognition. The "Chamber Trust Seal" is a world acknowledged sign of the World Chamber Network. It is an evaluation system which enables the Chambers Commerce to verify information on a specific company and at the same time allows a significant global appearance.

Interview: **Toplica Spasojevic**, Owner and President ■■■

ITM Group leader of logistic distribution

■■■ **The company ITM Group from Serbia is a part of the Cypriot holding company – ITM represents around 20 world brands. – Russia the most successful market for holding companies. – The greatest distributive logistic center in the Western Balkans is being formed in Serbia**

ITM Group is a Serbian company, a part of the international business system which operates by all principles of mini multinational company in seven countries between West and East – from Denmark, Norway, Holland to Russia and other countries.

One of the owners of this international business system and the President of the company ITM Group, a part of this system in Serbia, is **Toplica Spasojevic**, who explains the manner in which the holding company functions, the activity of the company and its business plans in Serbia at the holding company level .

What is the concept by which the holding company, of which ITM Group Serbia is a part of, functions?

- Ownership is global and management is local. The center of holding company operation is in Belgrade, Moscow and in Vienna.

The center is made up of a few independent enterprises which are registered under local regulations in the countries where they are located and represent local economic entities. They are connected into a holding company, which is the majority share holder of those companies.

The companies have been so established since the founding in 1990 when we realized that the future of the then Yugoslavia was uncertain and that is how they remained.

At that time, we concentrated primarily on Russia and Austria , then later on on Great Britain, and when the situation allowed, we concentrated on Serbia and the rest of the region.

How do holding companies function around the world?

- Around the world we have big distributive centers, but the business program anticipates the building of some factories in Russia and the building of a small factory in Serbia. The products in question are products of multinational companies from Belgium and Turkey which have their production plants in Brazil, in America and in Australia. They are industrial abstergents for the cleaning of various factories and we have been distrib-

uting these products for years in Russia.

How does the company ITM Group work in Serbia?

- ITM Group in Serbia is developing a contemporary logic and distribution of products and it intends to become the leader in that field in this part of Europe. IMT Group in Serbia represents several companies such as Hladnjaca Apatin, Precision Mechanics Industry, Sport Cafe, Industrokomerc system and brokerage dealing company ITM Monet. The company in Serbia has the most contemporary logistic distributive center in Simanovci and represents 20 foreign brands, in many cases as the exclusive partner for distribution in Serbia. Serbia is an appreciative market for the ITM Group Company as the representative of the renowned world brands. It is a sophisticated market and our buyers know the trends to the last detail and pay a lot of attention to quality, label, and design and from that aspect it is a pleasure to work here. The economic situation and the whole transition have decreased the purchasing power of the Serbian consumers; otherwise, they readily buy renowned and qualitative brands.

How will ITM Group further develop business in Serbia?

- The main program in Serbia is further development of logistic distribution. In Serbia we have the most contemporary distributive center in Simanovci, but in cooperation with Bambi and Imlek the distributive center will expand. This will soon become the biggest logistic provider in this sector in this part of the Europe which will have the possibility for storing frozen food at -20C, milk products at +4C, chocolate at +14C and a section for chemical and other products. That is the logistic center that we wish to finish this year despite the difficult year. I think that that is the right time for investments. In precision mechanics we have the need for an investment of about 2.5 million Euros into new machines and new production plants and we shall certainly do that in this year. As far as the production of food is concerned, we are getting ready to complete the storage space for frozen vegetables. We have a need for another 5000 tons of new storage space. The

na +14°C i deo za hemiju i ostale proizvode. Taj logistički centar želimo da zaokružimo u ovoj godini, bez obzira što je teška godina. Mislim da je ovo pravo vreme za investicije. U preciznoj mehanici imamo potrebu za investicijom od oko 2,5 miliona evra u nove mašine i nove pogone i to ćemo sigurno uraditi u ovoj godini. Kada je u pitanju proizvodnja hrane, spremamo da dovršimo skladišni prostor za smrznuto povrće. Imamo potrebu za još 5.000 tona novog skladišnog protostora. U pitanju je investicija vrednosti oko 2,5 miliona evra. Nadam se da ćemo taj posao završiti tokom ove, ili početkom sledeće godine.

Kako ocenjujete poslovni ambijent u Srbiji?

- Poslovanje u Srbiji je svakim danom sve bolje, a uslovi privređivanja se ubrzano unapređuju. Napredak će biti vidljiv do kraja ove godine, zahvaljujući konkretnim merama koje je vlada već preduzela i koji će dati rezultate do kraja 2010. godine. Očekujemo da će se Srbija sa 93. mesta konkurentnosti popeti na 66. mesto za godinu, dve. To će zahtevati više prilagođavanja u vladinim institucijama, a mnogo manje kod privrednika. Neki od srpskih privrednika su već u Evropi po poimanju posla i načinu rada.

U kojoj zemlji najbolje ide posao holdinga?

- Najzadovoljniji smo kako posao ide u Rusiji, možda i zbog toga što je naša ekspertiza koju imamo u distribuciji i logistici i u trgovini i sa ugljem i sa čelikom realna i primerena nivou koji možemo uspešno da obavljamo. Ali, još uvek ima puno prostora za rad i nastup stručnih, posvećenih i ozbiljnih preduzeća iz Srbije. Srbija ima mnogo ozbiljnih biznismena koji imaju ogromne potencijale koji prevazilaze tržište zemlje.

Koliko stranih brendova zastupate i gde?

- Zastupamo oko 20 stranih brendova, a radimo i kao ekskluzivni logistički park za neke brendove u Srbiji i regionu. U Rusiji smo bili ekskluzivni distributer za Nike i Filu i za neke tekstilne programe, ali smo se poslednjih godina na ovom tržištu koncentrisali na industrijske proizvode i repromaterijale i opremu i repromaterijale za prehrambenu i pivarsku industriju.



DISTRIBUTIVNI CENTAR

Ponos ITM Group-a je supermoderni Distributivni centar u Šimanovcima, koji je pušten u rad krajem 2005. godine. Prostire se na površini od 13.000 kvadratnih metara. Ova investicija vredna skoro 12 miliona evra je distribuciju ITM Group podigla na najviši nivo. Reč je o tzv. smart warehouse, potpuno kompjuterizovanom sistemu skladištenja i naručivanja raznih vrsta robe, sa flotom od 250 vozila za sve vrste distribucije. Distributivni centar Šimanovci je 2007. godine sertifikovan standardom ISO 9001:2000, a početkom 2010. resertifikovan standardom 9001:2008. Ovim je kompanija stekla međunarodni standard za pružanje logističkih usluga i definitivno potvrdila ulogu jednog od logističkih lidera u regionu. Centar vrši usluge pre svega za ITM grupaciju, ali i eksterno, na ekskluzivnoj bazi, za velike svetske brendove kao što su L'Oreal i Unilever, i od domaćih Bambi.

U kom privrednom sektoru Rusije ste postigli najviše uspeha?

- Mi smo bili najveći distributer u industriji pivarstva u Rusiji i počeli smo da radimo u tom sektoru 1993. godine, kada se tamo nije pilo pivo. Našli smo se u trendu nastojanja ruskih vlasti da smanji smrtnost stanovništva i poveća produktivnost i nacionalne propagande da se menjaju navike stanovništva i da se utiče da sa tvrdih alkoholnih pića pređu na pivo. Opremili smo sve njihove fabrike piva, a paralelno smo se transformisali i u snabdevače repromaterijala za prehrambenu industriju. Oni su ogromno tržište. Ranije su dosta uvozili delikatesne proizvode, a sada su počeli sami da ih prave, tako da smo se mi tu našli sa repromaterijalima. Dovedi smo puno stručnjaka u njihove fabrike i mogu da kažem da smo izmenili deo te njihove industrije na bolje. Na ovom tržištu sada smo i dalje nezaobilazni snabdevači, iako oni neke krupnije poslove rade sami. Naša kompanija koja radi vakum kese i ostalu potrebnu ambalažu za pakovanje delikatesnih prerađevina je već deset godina treća u rangu najvećih snabdevača na ruskom tržištu, s tim što je najveći svetski proizvođač ruska kompanija.



The pride of ITM Group is the super modern Distributive center in Simanovci, which was started up towards the end of 2005. It spreads on 13 000 square meters. This investment, worth nearly 12 million Euros, raised the ITM distribution to the highest level. It is a so called smart warehouse, with a computerized system of storage and ordering of various kinds of goods, with a fleet of 250 vehicles for all types of distribution.

The distributive center Simanovci was certified in 2007 to the ISO standard 9001: 2000, and at the beginning of 2010 it was recertified to the 9001:2008 standard. With this the company achieved the international standard for providing logistic services and definitely confirmed the role of one of the logistic leaders in the region.

The center performs services primarily for the ITM group, but also externally on exclusive basis for big world brands like L'Oreal and Unilever, and the domestic Bambi.

investment in question amounts to about 2.5 million Euros. I hope that we shall complete this during this year or at the beginning of the next one.

What is your estimate of the business environment in Serbia?

- Business operation in Serbia is improving every day, and the operating conditions are developing quickly. Improvement will be visible by the end of this year thanks to specific measures which the government has already undertaken and which will give results by the end of year 2010. We expect that Serbia will rise from the 93rd place of competitiveness to the 66th in a year or two. The government institutions will need to adapt more than the businessmen. By their understanding of business and the manner of operating, some of Serbian businessmen are already in Europe

In which country is the holding company business at the highest level?

- Business operations in Russia are the most satisfying. Maybe this is because our expertise, which we have in distribution and logistics and in trade with coal and steel, is realistic and corresponds to the level which we can successfully perform at. But, there is still a lot of room for operating and appearance of expert, committed and serious companies from Serbia. Serbia has a lot of serious businessmen who have great potential which surpasses the country's market.

How many foreign brands do you represent and where?

- We represent about 20 foreign brands but we also work as an exclusive logistic park for some brands in Serbia and the region.

In Russia we were the exclusive distributor for Nike and Fila and for some textile programs, but in the last few years on this market we concentrated on the industrial products, raw materials and semi finished manufactures and equipment and the , raw materials and semi finished manufactures for food and beer industry.

In which economic sector in Russia were you most successful?

- We were the biggest distributor in the beer industry in Russia and we had started working in that sector in 1993 when beer was not drunk there. We found ourselves in the midst of the intention of the Russian authorities to decrease the mortality rate and increase productivity.

The national propaganda was aimed at changing habits of the citizens trying to influence them to change from strong drinks to beer.

We equipped all their beer factories and at the same time we transformed ourselves into suppliers of raw materials and semi finished manufactures for the food industry.

They are a huge market Before they imported a lot of smoked meat products, but now they started producing them themselves.

We were there with the raw materials and the semi finished manufactures. We brought a lot of experts to their factories and I can say that we improved that part of their industry. On this market we are still the unavoidable source of supply, despite the fact that they have undertaken to perform some of the bigger jobs alone.

Our company which produces vacuum bags and other necessary packaging for smoked meat products has for the last ten years been the third among the biggest suppliers on the Russian market, but the biggest world producer is a Russian company.