

- Introduction DCC
- Interview: Unilever
- Member: Dan-Sa Trade
- Matchmaking Kooijman
- Dairy Mission

## Introduction DCC

*The Dutch Chamber of Commerce in Macedonia (DCC) was established as an association in November 2003. Now, DCC is an organization of 50 members from the Macedonian business community.*

The objective of DCC is to promote and support sustainable business relations between Macedonian and Dutch companies. An important and continuous task is therefore to give Macedonia "a face" in The Netherlands. Apart from fees for extended

services, the activities of the association are solely financed by membership fees.

In this DCCourier you can read about the match-making for a Dutch IT company and the "dairy mission", a working visit to The Netherlands for the Macedonian dairy industry.

Finally we are happy to announce our participation in the fair Tehnoma, from October 18 until 22 in Skopje.

## Unilever "Rep.Office" in Skopje



Unilever

*Since 1996 the Dutch-British multinational Unilever co-ordinates the market activities for Macedonia, Kosovo and Albania through a local team in Skopje, which operates as a Representative Office. DCC met with Goran Georgievski, the Unilever Country Operations Manager leading the team, to learn their story.*

The local Unilever team in Skopje acts as a Marketing and Service Team with focus on consumer understanding and media planning and as a Liaison Office for the importer. The team is part of Unilever South Central Europe which co-ordinates all market activities across the Balkan countries from Bucharest.

### Brands and Production

The "Rep.Office" is dealing with all of Unilever's Home and Personal Care brands such as Domestos, Cif, Dove, Rexona and Sunsilk as well as the Foods portfolio which includes the brands Rama and Knorr. The Unilever ice creams Algida and Magnum are managed from Turkey. For the time being all products are imported.

### Servicing the local market

The Skopje team is proud of what it has achieved over the last years. Supporting the selling effort of the importer it has achieved a strong presence in the shops and the consumers' mind.

### Parallel Imports

A major problem for the Skopje team are erratic imports of Unilever brands that appear on the market. "In one month we may see our sales in certain areas drop with 50%! These imports often come through non official channels and disturb the market activities for us, the retailers and also the consumers, as they are not supported by advertising or other information." Despite these difficulties Unilever is committed to the Macedonian market and wants to serve the consumer and develop the market.

### Facts & Figures

**Patron since:** 12/2004

#### Focus brands Rep. Office:

Cif (home care)  
Domestos (home care)  
Dove (personal care)  
Rama (margarine)  
Rexona (deodorant)  
Sunsilk (shampoo)

#### Some other brands:

Algida (ice cream)  
Hellmann's (mayonnaise)  
Knorr (instant soups)  
Lipton (tea)  
Coccolino (softener)  
Lux (soap)  
Signal (toothpaste)

**Global turnover:** 40 bln EUR

Dimitrie Cupovski 13  
PO Box 744  
1001 Skopje  
Republic of Macedonia

telephone: +389 2 3215999  
fax: +389 2 3215997  
email: office@kvkkmk.org  
web: www.kvkkmk.org

## Short News

**ING** - ING Bank is negotiating with the Macedonian government and shareholder Euro-standard Banka Skopje about taking over Postenska Banka.



See the involved banks:

- [www.ing.com](http://www.ing.com)
- [www.postbank.com.mk](http://www.postbank.com.mk)
- [www.eurostandard.com.mk](http://www.eurostandard.com.mk)

**CBI** - The Dutch Centre for the Promotion of Imports from developing countries, extended its activities to Macedonia. CBI is an agency of the Ministry of Foreign Affairs.

See: [www.cbi.nl](http://www.cbi.nl)

**Skype** - The office of DCC recently started using Skype for international phonecalls through internet. The results are excellent and the costs are close to zero.

See: [www.skype.com](http://www.skype.com)

**Minister** - Minister Van Ardenne of Development Co-operation will visit Macedonia in October 2005.



"The relation between The Netherlands and the Balkans is optimal. The region is more stable than ever. Companies that break into it now, get unique opportunities," said the minister in an interview with the magazine *Foreign Markets* of EVD.

**Tinex** - Member Tinex took the initiative for an individual visit to The Netherlands in October, based on DCC information.

## Member: Dan-Sa Trade

Dan-Sa Trade is a small company with very specific products. Aimed at producers in the electro-technical industry, Dan-Sa Trade produces copper wire, trolley wire, copper rails, copper profiles and collector profiles.

For the further development of the company, Dan-Sa Trade is looking for partners that are ready to invest in extension of the range of products or offer trade opportunities.



### Facts & Figures

*established: 1993*

*sector: electrotechnical industry*

*activity: production of copper profile wire for transformers and engines*

*member since: 07/2004*

*web: [www.dan-sa-trade.com.mk](http://www.dan-sa-trade.com.mk)*

The catalogue of Dan-Sa Trade is available through the office of DCC. Please send an email to: [office@kvkmk.org](mailto:office@kvkmk.org)

## Matchmaking for Kooijman

*The Dutch software developer Kooijman asked DCC to organize matchmaking with potential Macedonian partners. Now, Kooijman has successfully started outsourcing projects in Macedonia.*

After a first meeting at a Balkan-seminar in The Netherlands Kooijman contacted DCC in November 2004 to organize a matchmaking visit. Already in December DCC had prepared a complete programme that consisted of 12 meetings in 2,5 days.

Kooijman is a medium-sized company, active in the development of software solutions for integrated process management in construction. Looking for options to reduce the costs Kooijman wanted to meet with potential partners in Macedonia.

Macedonian companies were carefully selected by DCC and their profiles were sent to Kooijman for review. In tight co-operation with the project manager, the selected companies were invited to present and discuss their capabilities with the board of Kooijman in Skopje. Based on these meetings, Kooijman asked four companies to make an offer for a small trial project. Two companies offered prices that were comparable to the Dutch market, so the trial project was awarded to the two remaining companies. Kooijman then based their final choice for their Macedonian partner on a significant difference in speed and quality of communication.

See: [www.kooijman.nl](http://www.kooijman.nl)

**KOOIJMAN SOFTWARE**





# Dairy Mission Netherlands

**In June 2005 a delegation of six representatives of Macedonian companies participated in the business mission for the dairy industry. In only four days time, the group visited 18 companies in The Netherlands, ranging from a small sheep farm to the largest milk processing factory.**

Upon request of Corporate Member Pharmachem DCC organized a business mission aimed on acquiring knowledge for quality control, ideas for product innovation and chain integration and establishing contacts for future co-operation.



## Cattle Farmers

Various farms were visited holding sheep, goats and of course cows. Sheep farm Vossema with 200 sheep reaches a milk production from 2.5 up to 6 liters per head per day. Two farms were so-called practice farms, related to the University of Agriculture, for testing new technologies and training.

## New cheese factory with water purification

Apart from a more traditional cheese making facility for education, the delegation also visited a brand new cheese factory. Its cheeses are turned by crane in a bath with the size of an olympic swimming pool. The factory is owned by the cooperative of dairy farmers and the total investment was 100 million EUR.

## One million liters of milk per day



The dairy consultants of Fretec from Zeewolde guided the delegation through the largest fresh milk processor in The Netherlands with a capacity of 1 million liters per day. The factory is unknown since it produces only under private label. The main product is not profitable, but at the same time it carries the major share of the costs of having this enormous, modern

facility that is also used for small, but profitable products.

## Environment

On the early Saturday morning the group gathered around the kitchen table of a farm with a manure fermentation installation. The expected production of this installation is 1,200 MWh electricity per year from 600,000 m<sup>3</sup> biogas.

## Quality control

All companies dealing with milk had the same story for quality control: One national laboratory, sample registration at the truck using chips and satellite, reports through internet to farm and factory, resulting in automatic payments by the factory.



## Member Requests

*This list provides short descriptions of the requests of which Patron and Corporate Members of DCC gave notice.*

**Dan-Sa Trade** - investor in production of copper profiles for the electrotechnical industry

**Dauti Komerc** - suppliers of food products with long shelf-life

**Dekon** - export of heavy textile products

**Exima** - partners in trade and production of educational and office materials and whiteboards

**Grafohartija** - investor in extension of production facilities for printing of packaging materials

**Inex Gorica** - sale of hotel Park

**Janko** - partners for new production of metal products

**Kvasara** - partners in the extension of the range of yeast products and in the development of alcohol for alternative fuels

**Labeko** - investors in extension of mushroom production

**Link Telecom** - suppliers of products in new telecommunication

**MagnaSken** - investors in extension of printing capacity

**Makpetrol** - contacts in alternative fuels, especially bio-diesel and bio-ethanol

**Mig Karnem** - partners in the development of meat production with long shelf-life

**Mikroplast** - partners in development of new products in plastic packaging

**Mister Fruit** - export of calendars

**Pharmachem** - partners in the establishment of laboratory services for the food industry

**Skopski Pazar** - contacts in processing of organic waste

**Tehnokoop** - export of sofas and other furniture

**Vizo** - partners in the development of producing sheep cheese

**Zegin** - suppliers of generic medicines

**If you have interest in one of these requests, please contact DCC for further information and assistance.**

**Profiles of these companies can be found at the website:**

# Activities

## September

**Agro Fair** - For the agro-food fair *AGF Totaal* in Rotterdam, DCC developed a full-service programme, including return flight, hotel, visit to the fair and company visits. DCC did not receive sufficient applications and decided to travel privately to The Netherlands. DCC spoke with 47 exhibitors about opportunities in Macedonia.



**Electrical Engineering Fair** - Members of DCC, active in electrical engineering have been invited to show interest in the fair "Elektrotechniek 2005" in Utrecht.

## October

**Tehnoma** - At the fair Tehnoma, from October 18-22, DCC will be present with a Holland Industry Stand in co-operation with the Royal Netherlands Embassy. The Dutch Centre for Promotion of Imports from developing countries (CBI) will conduct lectures during the fair.

**Shop!nl** - The fair Shop!nl from October 31 till November 2 in Utrecht, focusses on services to the retail sector: shop decoration and equipment, furniture, lighting, marketing, logistics, EDI, management, etc. etc. Interested companies are invited to contact DCC for more information and support.

See: [www.succes-in-de-retail.nl](http://www.succes-in-de-retail.nl) and [www.ict-en-logistiek.nl](http://www.ict-en-logistiek.nl)

## November

**Horticulture** - Companies in the horticulture sector can join DCC's next business mission that will take place from November 2 - 6. DCC offers a full-service programme of company visits and a visit to the HortiFair in Amsterdam, including return flight, hotel, meals and local transport.

See: [www.hortifair.nl](http://www.hortifair.nl)

**Packaging, Printing, Office Supplies (PPO)** - Following a sector meeting of DCC members in PPO, DCC is planning a business mission to The Netherlands. The full-service programme will include company visits, a visit to a packaging fair, return flight, hotel, meals and local transport.

## December

The General Assembly of DCC will take place on Friday, December 2 from 12h00 - 15h00. The location will be announced later.

For all activities, more information will be available at our website:

[www.kvkmk.org](http://www.kvkmk.org)

## Patron Members

Bovin  
Dauti Komerc  
Fersped  
Gemak  
Kometal Trade  
Neocom  
Pivara Skopje  
PriceWaterhouseCoopers  
Sandoz Lek  
Superior  
Unilever  
Vitaminska

## Corporate Members

Dan-Sa Trade  
Deloitte & Touche  
Dekon  
Ernst & Young  
Eurostandard Banka  
Evropa  
Exima  
Grafohartija  
Inex Gorica  
Isis  
Janko  
Koc Sport  
Kvasara  
Labeko  
Lawyers Antevski  
Link Telekom  
MSE Stock Exchange  
MagnaSken  
Makpetrol  
MAT  
Mig Karnem  
Mikroplast  
Mister Fruit  
Pharmachem  
Romero Makedonija  
Skopski Pazar  
Stopanska Banka  
Tehnokoop  
Tehnometal Vardar  
Tikves  
Tinex  
Travel Club  
Vivaks  
Vizo  
Zegin

## Personal Members

BAR E.C.E.  
Fuga  
Gica  
Mlin Stojcev  
Sinpeks  
Teteks

For Patron or Corporate members, profiles can be found at our website:

[www.kvkmk.org](http://www.kvkmk.org)

