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with care



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KMC & Russia

Agro Business Park Seminar on Russia

March 14, 2013



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My background:

- J. M. Huber – Regional Director Latin America & other positions
- Tulip Food Company – Head of Executive Staff
- Schmidt Hammer Lassen – CEO
- KMC – Chief Commercial Officer

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Facts about KMC:

- A Cooperative, owned by 700 potato farmers
- 3rd largest supplier Worldwide of potato starches and functional Ingredients for the global Food Industry (140.000 ton p.a.)
- Export share 91% to 80 countries, 45% export out of EU
- 2011/2012 Turnover of 127 million EUR
- 2011/2012 Net Profit of 18.8 million EUR



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Some Traditional Applications for

Potato Starch:

- Soups
- Noodles
- Potato snacks
- Meat





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Examples of KMC's Functional Ingredients:

KMC DietCare



KMC CheeseMaker



KMC GlazeMaker



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Some Facts:

- Start-up in 1996 with KMC Personnel
- Today: Representative Office with 3 local people
- 2011/2012 Turnover of 10 million EUR
- KMC's Country Manager awarded Prince Consort Henrik's Medal of Honor for his achievements for Danish Export in 2011



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Distribution Channel:

- KMC's own Country Manager (former Major in the Russian Army)!
- 5 Regional/National Distributors – Some of them previous relations from the Russian Army
- The concept of Loyalty
- Distributors' Purchasing Power





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Business Terms:

- Delivery Terms & Importation
- Representative Office vs Subsidiary
- Payments
- Credit Risk – is Open Credit wise?





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Business Culture:

- Simple & Complex
- Dynamic Environment
- Communication & Follow-up
- Relations & Loyalty – a Word is a Word Most of the time
- Wining & Dining





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Key to Success:

Find people you can trust!

