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Podravka and Atlantic join forces to boost export of Croatian brands

Two leading Croatian production companies, Atlantic Grupa and Grupa Podravka, are starting their cooperation on foreign markets, specifically in the United States of America and Austria. The two companies implemented a unique system of mutual export support, meaning that Atlantic's distribution company in Austria will provide support for the placement of Podravka's products on the Austrian market, while Podravka will place Atlantic's products on the US market through its US based company. This cooperation is aimed at maximizing mutual synergies by strengthening the product placement of both companies and improving their brand awareness, using their well-developed business network and market positions that Atlantic and Podravka have in these markets.

"Achieving synergy between Podravka and Atlantic on the Austrian and US markets is an important step forward in the business practices of Croatian companies abroad. I am exceptionally satisfied with this step because two strong Croatian companies are joining their forces to boost their exports and strengthen the presence of their brands on both the European and American markets", said the President of the Management Board of Podravka, Martina Dalić.

"Vegeta and Argeta, as our most prominent export brands, along with the rest of our portfolio, make for logical allies in international markets. We are proud of this agreement, which is based on a very clear logic of taking advantage of joint opportunities. Openness, trust and interest in finding synergies on the path to creating new value are the true foundation of the relationship between Podravka and Atlantic Grupa", said Emil Tedeschi, President and CEO of Atlantic Grupa.

Atlantic Grupa d.d.