



KORPORATIVNE KOMUNIKACIJE

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Podravka started this year a significant investment cycle worth about HRK 100 million. The purpose of these investments is to increase efficiency of the business processes, modernization and production increase, respecting the principles of sustainable development at the same time.

Among planned investments, we emphasize the following:

- New sausage factory will be built in Danica industrial zone, Koprivnica. Construction of the first solar power plant is planned as part of this project. New production facilities would be using solar power, the first of its kind when it comes to regional economy.

-As Podravka is a socially responsible company working under the principles of sustainable development, Podravka's Vegetable factory in Umag has invested HRK 2.5 million of total HRK 5.5. mill. this year's investment in the reconstruction of the boiler-room, in order to transfer from masut to ecologically acceptable gas. Production processes are also automatied.

-Cocktails factory in Koprivnica is also investing in new technologies. Spring next year production facilities in the Cocktails factory will get new equipment worth about HRK 24 mill. The production lines will improve productivity and enable the factory to make a step forward towards new products by expanding the product range.

- Among many investments there is also modernization of the Beverages factory in Lipik, where the factory got a new line for Lero syrups production worth about HRK 2 mill., and the entire work will be done by February 2012.

Podravka's mid-term strategic plan includes further investments which will give the company an additional swing in order to make it more innovative, competitive and a market leader in its selected categories.