

Insightful entrepreneurial practices from a scales manufacturer

Executives from Egypt gained insights into the successful marketing strategy for the diverse company portfolio and the operational process in production during their visit to Bizerba SE & Co. KG, which is known for scales technology.



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“It was very interesting to visit a traditional and at the same time an innovative company. I was able to learn a lot about their entrepreneurial practices and the organisation of operations,” said Riham El-Aasar after the company visit. “But also, the products presented are very interesting for our company. I am looking forward to further discussions.”

Markus Frank, Area Manager – Sales Partner Management at Bizerba, also draws a positive conclusion after the visit: “We are very pleased about the great interest in our company. After a guided tour of the company, we were able to have constructive and promising discussions with the delegation participants and explore possible cooperation. We are looking forward to the business relationships that may result from this.” Specials thank to Bizerba and our training centre IHK Exportakademie

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