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PRESS RELEASE

Foreign Trade Forum – Innovation is the key to success abroad

The winner takes it all – V-ZUG beats off numerous entrants to win first prize in the Success category

The Osec Export Awards were presented for the fifth time yesterday in the presence of more than 500 business people. These awards recognise companies that implement their expansion plans for a clearly defined target market systematically, purposefully and consistently. The competition is divided into two categories: the "Success" category focuses on demonstrable success in exports, while the "Step-in" category looks at expansion projects.

Export Awards exemplified by Russia

Following intensive market soundings and in collaboration with Osec, the Swiss export promotion agency, V-ZUG entered the Russian market in 2009 via an importer/distributor with a view to establishing V-ZUG as the leading Swiss manufacturer ("The Swiss Leader") in Russia under the Premium Swiss Quality label.

In the meantime, V-ZUG and its partner now have a showroom in Moscow and St. Petersburg as well as displays in high-end kitchen studios. Cooperating with the Swiss kitchen manufacturer Elbau (Bühler, Appenzell) also made it possible to reinforce the unique Premium Swiss Quality in a Swiss Kitchen House in the centre of Moscow. Export manager René Fankhauser comments: "We're deliberately running a gradualist strategy. We aim to leverage our ability to innovate together with our unique technology and quality to increase confidence in the company – and hence to be considered a premium brand." The goal is to convince at least 150 medium-sized and smaller kitchen studios to include V-ZUG products in their displays by 2013.



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We're delighted to receive this prestigious award, and our will to win encourages us to achieve further ambitious goals that we have set for ourselves. As René Fankhauser put it so aptly:

"We live it! We love it! We go for it! Let's reach the top!"



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