



European Marketing Distribution

Press Release

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## **KAUFLAND INCORPORATES EAST EUROPEAN OPERATIONS INTO EMD, EUROPE'S BIGGEST PURCHASING AND MARKETING ALLIANCE**

- **FMCG producers benefit from an optimised market penetration**
- **Thanks to the volume in Eastern Europe by Kaufland, EMD enhances continuously its leading role all over Europe**

The German retailer Kaufland is going to concentrate in EMD parts of its purchasing activities for its Eastern European locations in the Czech Republic, Slovakia, Poland, Croatia, Romania and Bulgaria. This measure will further increase the selling and marketing possibilities for those manufacturers of especially branded products in the Eastern European sales markets that are already cooperating with Kaufland. European Marketing Distribution (EMD), located in Pfäffikon, Switzerland, emphasises in the course of the Kaufland decision its leading role among the European buying and marketing alliances. At the beginning of 2016, the EMD group was joined by Asda, a Walmart subsidiary and one of the major trading companies in the United Kingdom. In conclusion, EMD represents meanwhile a pan-European turnover of 178 billion euros, operating now in 19 European countries with 500 trading companies and more than 150,000 point of sales in every type of distribution, although mainly in grocery retail.



EMD Managing Director Philippe Gruyters:  
„With the integration of Kaufland's Eastern European volume, EMD affirms its leading role among the purchasing and marketing alliances all over Europe.“  
Photo: EMD

Frank Hirnschal, board member at Kaufland and responsible for commodity trade, private label and marketing: "Since many years, Kaufland is strongly committed in the EMD alliance. In the Eastern European markets, we hold a strong position which allows us to obtain substantial buying and marketing volumes. As these volumes are now concentrated in the EMD negotiations, we increase sales opportunities for our industrial partners in the Czech Republic, Slovakia, Poland, Croatia, Romania and Bulgaria. We feel therefore confident that our cooperative partnership will enable us to obtain a higher and customer oriented market penetration." In currently 6 Eastern European countries, Kaufland is one of the major players in the FMCG activity with leading market positions.

The Kaufland Group operates all over Europe with around 1,200 subsidiaries. EMD Managing Director Philippe Gruyters' statement concerning the bundling of Kaufland's Eastern European volume in EMD: "The Europe-wide integration of procurement volumes and marketing activities brings huge benefits for all involved sectors, such as a sustainable and customer oriented strengthening of market presence and distribution density of our EMD members. Moreover, the leading role of EMD among Europe's buying and marketing alliances constitutes a big advantage for distributors, producers and customers."

Since 1989 EMD is recognised by the industry as a performing an efficient partner in sourcing and developing business together.

### ***About EMD***

Present now in 19 European countries, EMD is the leading buying group for the food retail sector and, pertaining FMCG activities, is considered a crucial partner for customer-oriented market and marketing coverage. At the EMD headquarters located in Pfäffikon, Switzerland, Managing Director Philippe Gruyters is responsible for pooling the interests of renowned retail companies from all over Europe and coordinating them to common benefit. With a potential turnover of 178 billion euro, the buying group is currently further consolidating its contracts with the producers of branded products and the sourcing and the development of successful private label products.

**The following member companies of European Marketing Distribution highlight in the best possible way the benefits of a European collaboration for commercial customers in 19 countries:**

United Kingdom: ASDA	Finland: Tuko Logistics
Netherlands: Superunie	Sweden: Axfood
Germany: MARKANT AG	Denmark: Dagrofa
France: Groupe Casino	Czech Republic: MARKANT/Kaufland Cesko
Switzerland: MARKANT Syntrade	Slovakia: MARKANT/Kaufland Slovensko
Spain: Euromadi Iberica	Poland: Kaufland
Portugal: EuromadiPort	Croatia: Kaufland
Austria: MARKANT Österreich	Romania: Kaufland
Italy: ESD Italia	Bulgaria: Kaufland
Norway: Unil/Norges Gruppen	

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