

Бр: 14- 509/3 СКМ-ЗП-РУ-10/03

26.02.2015

Скопје

**REGISTRATION FORM**

**МАКЕДОНСКО-ТУРСКA КОНВЕНЦИЈА**

**за заеднички настап на северно – африканскиот пазар,**

**23 март 2015**

**СТОПАНСКА КОМОРА НА МАКЕДОНИЈА**

**MACEDONIA – TURKEY – AFRICA**

**23.03.2015.**

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| **COMPANY INFORMATION** |
| **Company Name:** | **MAGRONI DOO Skopje** |
| **Address:** | **1732 Street, No.2 Skopje** |
| **Website:** | [**http://www.dobravoda.com.mk/**](http://www.dobravoda.com.mk/)**; http://ladna.com.mk/** |
| **Year of Establishment** | **2000** |
| **COMPANY REPRESENTATIVE INFORMATION** |  |
| **Name of the participant:** | **Bojan Mladenovic** |
| **Position in the company:** | **Export Manager** |

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| **ACTIVITY OF THE COMPANY** |
| **Brief information about the company** | **MAGRONI DOO – Skopje is a producer and distributor of natural mineral water Dobra Voda, natural spring water Ladna, functional water Dobra Voda, Ladna ice tea and soft drinks Ladna Juicy.****Dobra Voda is a flagship of the company. It has been launched 10 years ago and it is present on the market in three variations as sparkling water, naturally sparkling water and lemon flavoured (also with CO2) water. As an extension of the brand Dobra Voda, Magroni launched three types of Dobra Voda functional water, Dobra Voda active, Dobra Voda wellness and Dobra Voda balance. These brands are first functional waters on the Macedonian market. Dobra Voda was awarded a silver medal in 2006 and a gold medal in 2010 on Berkeley Springs International Water Tasting in the category of carbonated bottled water.****Ladna is natural spring water launched in 2007. It is present on the market only as still water and it has made a huge success, reaching sales figures of Dobra Voda. Under the brand Ladna Magroni launched Ladna ice tea lemon and Ladna ice tea peach in 2012. In 2014 Magroni launched four types of soft drinks Ladna Juicy (Ladna Juicy orange, Ladna Juicy multivitamin, Ladna Juicy green apple and Ladna Juicy peach).** |
| **FIELD OF ACTIVITY:** | **Product development, production and sales of soft drinks, natrural spring and natural mineral water.** |
| **Number of workers:** | **106** |
| **Products/Servicess :** | **Natural mineral water Dobra Voda, natural spring water Ladna, functional water Dobra Voda, Ladna ice tea and soft drinks Ladna Juicy.**  |
| **Expected cooperation from the Turkish partners at African market (please describe)** | **We expect to need representatives of some distribution companies and take advice about how to perform on the African market.** |
| **Total turnover in 2014(USD)** |  |
| **Total export figure for 2014(USD)** |  |
| **Exporting countries** | **Kosovo, Albania and Australia.** |
| **Trademarks and certificates company have:** | **ISO 22000: 2005, HACCP Certificate** |