

“COMMERCIAL EXPERT IN FRUIT AND VEGETABLES”: NEW TRAINING LAUNCHED BY SANLUCAR AND THE AHK

- The program is aimed at the youngest employees of the multinational fruit and vegetable company who wish to give a boost to their career within the commercial area of the firm

(Valencia, Spain. Monday 3rd October 2022) – The company SanLucar and the German Chamber of Commerce for Spain - AHK have launched the new program in "Commercial Expert in Fruit and Vegetables" this year. A new qualification to train the young talents within the fruit and vegetable trade branch.

During 2 years and including 100 learning hours, this new program offers young SanLucar commercials the opportunity to keep pushing their careers forward in the agri-food sector.

In the first edition of the course, not only junior commercials of the premium brand for fruit and vegetables participate, but also employees from other areas of the company, who have demonstrated their skills to grow in the commercial field.



Image of the participants in the "Commercial Expert in Fruit and Vegetables" course, accompanied by the program managers: Nils Ahmad and Jessica Scheidig.

"To us, it was important having a program that focuses on what we call *Experience Learning*: the combination of theory and practical experiences such as field visits, to better learn about the product and our cultivation partners. The training is also oriented towards *Learning on the Job*. That means the direct application of what has been learned through the implementation of projects, and the integration of the experience gained in the day-to-day work of our junior employees," explains Program Manager Jessica Scheidig.

The new "Commercial Expert in Fruit and Vegetables" classes are taught at the SanLucar headquarters in Valencia (Spain) by professionals of the company: Experts of the international enterprise with a lot of experience in key areas of the business such as Purchasing & Sales, Logistics or Production.



"The fruit and vegetable commercial is a true specialist in the area. A professional with very specific competencies and a deep knowledge of the product, logistics and sales processes. With this program, we are responding to the complexity involved in the development of a good commercial within the agriculture industry," says Nils Ahmad, Director of Training & Development at SanLucar.

SanLucar employees who successfully complete the training will receive a diploma certified by the German Chamber of Commerce for Spain-AHK.

About SanLucar

SanLucar is a global company that is dedicated to bringing people natural joy of life and health in a way it can be proud of. Offering a variety of more than 100 delicious fruits and vegetables from more than 35 countries, SanLucar is the brand with the broadest top-quality assortment in the German, Austrian and Dutch retail market. The portfolio also includes smoothies, fresh cut, as well as flowers and plants and now also ice cream. Currently, SanLucar is expanding into Canada, Italy, England, Scandinavia, Poland, Ecuador, the Middle East, and North Africa.

SanLucar, founded in 1993 by Stephan Rötzer, is headquartered in Valencia (Spain) with over 4,000 employees in Germany, Austria, Benelux, Italy, Spain, Ecuador, Dubai, South Africa, Morocco and Tunisia, both in its office branches and on its own farms. The philosophy "Taste in harmony with people and nature" is the foundation for all actions of SanLucar as well as the basis for many social and sustainable projects.

If you wish to receive more information, please don't hesitate to contact us:

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