

## SANLUCAR STARTS INTO THE FIFTH EDITION OF ITS DUAL TRAINING PROGRAM IN FOREIGN TRADE AND WHOLESALE

- Together with other companies based in Valencia and connected to the German market, the premium fruit and vegetable brand promotes the theoretical and practical program with high employability rates

**(Valencia, Spain. Monday 18th of September 2023)** – Once again, the headquarters of the multinational agri-food company SanLucar have opened their doors in Valencia (Spain) to welcome the fifth year of the Dual Training program for technicians in Foreign Trade and Wholesale. This educational program was introduced in Spain in 2019 by the premium fruit and vegetable brand in collaboration with the FEDA Madrid- German Business School. Since its launch, including this year's new class, about 60 students have already opted for this theoretical and practical training. In just two years, it allows the younger generations to develop their professional careers in a sector with a great future projection.



*On the photo: The trainees of the dual training year 2023-25*

“SanLucar is a company committed to the essential activity it performs for society. In this sense, through our training program we want to contribute to the generational change in our sector; and also, in those other sectors where foreign trade and wholesale have a decisive weight.”, explains Mandy Zwahlen, SanLucar's director of the Dual Training program.

“We are very proud to be able to implement this program with FEDA Madrid - German Business School together with other companies, and confident that we will continue to grow in the coming years.”, she adds.

Companies such as TEDI, the supermarket cooperative Edeka and the German drugstore chain Rossmann are the companies in which, together with SanLucar, the students of the new class 2023/2025 will carry out their internships during the two years of the program. Cabka and Krannich Solar have also joined the list of participating enterprises, welcoming the students of the previous graduating class who are already in their second year of training.

The combination of theory and practice gives added value to dual apprenticeships. It allows students to get trained in the key business areas of any company with international focus. At the same time, companies get access to young talents trained to suit their needs.

“Many companies here in Spain have difficulties finding qualified talent for their open vacancies. Faced with this reality, dual training offers them the opportunity to open their

doors to young people who will learn on the spot to perform in the field of their respective businesses.” says Zwahlen.

The benefits of the program are bidirectional. The students get an education with a degree certified by the AHK - German Chamber of Commerce in Spain. In addition, they receive a monthly salary during the two years of the Dual Training. Moreover, the theoretical-practical approach of the program allows them to take the leap into the labor market much earlier than in other educational programs.

“At SanLucar, every year between 60 and 70% of the students who complete the internship program with us become part of our staff. The rest usually continue their academic training, so we do not rule out the possibility that their professional path will cross ours again in the future. This year, we have also increased by 50% the number of students who are going to do their internships with us.”, concludes the responsible of the program at the multinational horticultural company.

For those interested in the Dual Training Program in Foreign Trade and Wholesale, we want to highlight that the requirements to be fulfilled are to have a High School diploma, as well as a B2 level in German, good knowledge of English and Spanish, and the willingness to learn. For more information: [Dual Training | SanLucar](#)

### **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, flowers and plants and olive oil. 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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