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Head of Sales and Marketing

Zeraa Agriculture Investment & Management

<http://www.zeraa.ba>



Bilateral Meetings

- Tuesday 09:30 - 16:00

Description

ZERAA Agriculture Investment and Management is holding company which own's two fruit and wine processing companies - Bosnaplod Brcko and Hepok Mostar.

Bosnaplod d.o.o. Brčko(established in 1948) currently has the necessary infrastructure in place within its factory grounds, covering the area of 53,223 m², including: own power substation, own water source, heating system, road infrastructure, production premises covering the area of 7,062 m², storage areas the size of 4,500 m², 1,683 m² and 1,503 m², 5,000 t cooling capacities, production lines used for processing sour cherries, plums and raspberries, production line for marmalades, jams and juices, and a production line for processing dried fruits.

Currently, Bosnaplod has the following standards implemented and certified: ISO 9001:2015, HACCP, ISO 14001:2015, Halal, Organic standard, and the most demanding standard in food production - IFS (International Featured Standard) FOOD V6 which was implemented in March 2018.

The strategic concept of Bosnaplod's core business activities defines four key business segments in fruit processing:

Deep frozen fruits segment

Processed products segment which includes production of jams, marmalades and juices (brand KULIN)

Dried products segment (dried plum as a key product)

Own plantations

Hercegovački Poljoprivredni Kombinat - HEPOK was established in 1956 in Mostar.

This project positioned Herzegovina's viticulture and winemaking in the top of Yugoslavia's wine production industry. During the 80's Hepok participated with 70% of total wine export in Yugoslavia.

In 1970 Hepok registered/protected **Žilavka** and in 1973 same was done with **Blatina**.

By doing this Hepok became one of the first companies that succeeded in protecting geographical origin of grape type in Yugoslavia.

In year 2016 company was privatized and start with production of new products and two new product lines **LISKA**(wines) and **TENELIJA**(strong alcohol drinks and liqueurs).

Today Hepok own's biggest vineyards in Bosnia and Herzegovina and produce over 2 mil. liters of wines per year.

Organization Type

Private Company

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