

Success due to patience and perseverance.

Macedonian furniture firm on the fast track with SIPPO's support.

«The SIPPO programme helped us to increase our sales by more than 100 %.»

Petre Jordev, CEO, Dik Fagus

To be present at a fair is one of the most important goals of all companies taking part in the SIPPO promotion programme. After Dik Fagus, a Macedonian SME, had successfully completed SIPPO's furniture programme last February, it is now planning to participate all by itself at the IMM 2012 fair. However, the path that led to Dik Fagus' success was fraught with lots of work and a good deal of patience.

Early on in its history, Dik Fagus already tried to participate in different fairs (Interzum 2005, Fierarredo 2006) in order to find access to the EU market. However, these efforts were not crowned with success. At that time, the company mainly produced windows and doors for the local market, and sometimes also tables and chairs. In this sense, 2009 brought new tidings to Dik Fagus, marking the beginning of a lengthy change period: for the first time, the company participated at IMM and was able to present a newly developed chair line to a specialised international audience at the SIPPO collective stand. By May 2009, the complete chair line had been developed, and since that time it has undergone continuous improvements.

Dik Fagus profited from the occasion, and during three years it acquired market know-how as well as important expertise. For Macedonian companies, who are not yet very familiar with EU conditions, SIPPO's programme represents an excellent opportunity to understand the European market, its structure and distribution channels, as well as its design and quality requirements. All these experiences helped Dik Fagus to establish itself at the hitherto unknown EU market.

Its three-year participation at the IMM fair helped Dik Fagus to achieve a resounding success. During this time, the small company grew from 80 to 200 employees and doubled its sales. This upward development enabled the company to invest in new products and technologies, thereby responding to market demand.

«We are grateful for what SIPPO has done in order to support our company.»

Petre Jordev, CEO, Dik Fagus

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