

Dr. Andreas Reuber, Member of the Management Board of Division Thermomix at Vorwerk International in Wollerau (SZ) and Daniela Martel, International Sales Manager "Guest Speakers at Latcam's Junta Joven Event

On November 30, 2011, Latcam's Junta Joven hosted guest speakers Dr. Andreas Reuber and Daniela Martel, of Vorwerk International, Wollerau. Dr. Reuber, responsible for the international expansion of Thermomix activities, spoke on the topic "Vorwerk Thermomix in Latin America: approach and challenges for an international roll-out of a successful business model" together with Daniela Martel, responsible i.a. for Latin America as International Sales Manager.

During the presentation, held at ZKB Steinfels, Zurich, Dr. Reuber gave the audience an overview of Vorwerk's activities, its global expansion and the specifics and challenges of direct selling businesses using the example of the Vorwerk Thermomix, a multifunctional kitchen machine. Ms. Martel spoke about Vorwerk Thermomix activities in Latin America, whose distribution is mainly a family business. The expansion to the Latin American region is relatively new for the company. However, Vorwerk sees a big potential in this region (direct selling turnover doubled from 1999 to 2007), as well as challenges like the high import taxes. After the interesting presentation and discussion the speakers prepared an appetizing caipirinha, using the Thermomix. The event ended with an apéro rich sponsored by ZKB.

