



Lateinamerikanische Handelskammer in der Schweiz
Cámara de Comercio Latinoamericana en Suiza
Câmara de Comércio Latino-Americana na Suíça
Chambre de Commerce Latino-Américane en Suisse



Innovation, Education, and Social Responsibility

On July 10, the Latin American Chamber of Commerce took almost 40 business people and diplomats to Bühler AG at Uzwil. The company impressed the visitors with its economic success and the methods used to accomplish it.



If there is a company that deserves to be called “hidden champion”, it is Bühler. Virtually nobody within the numerous crowd of participants in the Latcam visit was aware that the Uzwil-based company has an annual turnover of CHF 2,4 bn., and employs almost 11'000 people in 140 countries. Johannes Wick, member of the executive board, impressed his guests by sketching Bühler's position in the various markets: worldwide, 65 percent of wheat, 60 percent of chocolate, and 30 percent of rice is being processed with Bühler technology. The other division, “advanced materials”, produces die cast parts that are used in 50 percent of all cars. Even more than these numbers, it was Wick's presentation of Bühler's strategy in innovation, education, and sustainability that called people's attention. Janosch Wick and Stefan Schiess, two apprentices who will soon be sent to the Bühler plant in the US, were living proof of just how well the company creates and develops its human resources.



Thomas Kuenzli, of Bühler's Global Key Account Management (Consumer Foods), explains just how big the variety of cereals processed with the company's technology is.

"For a long time, eager to protect our intellectual property, we innovated on our own. Today we know that the innovation the world's future requires can't be achieved alone, anymore. This is why we have established a network with innovation partners."
Johannes Wick, Member of Bühler's Executive Board and Head of Food Division



"This is already the second time that Latcam visits Bühler. I am very happy about our special relationship with this family-owned, world-class company."

Richard Friedl, President of Latcam



"I am really impressed by Bühler's approach and commitment to vocational education and training."

Julián Jaramillo, Ambassador of Colombia to Switzerland



"Bühler has a high credibility among Swiss business when it comes to vocational education and training, innovation and sustainability."

Philippe Taeschler, Sales & Marketing Director at Bucher Industries



"What I liked the most is how systematic Bühler innovates and educates. It is a socially responsible company by concept, and not by accident."

Fernando Castro, Ambassador of Mexico to Switzerland



"More than 10 percent of our personnel are apprentices, so we are just as committed to vocational education and training as Bühler. What we cannot yet offer, is to send our apprentices abroad. I would like to work on this."

Stephan Jezler, Senior Vice President RUAG Aviation



"Even though we are smaller than Bühler, we have similar challenges. I have learned a few things about how to prevail in the 'war for talents', or how to avoid getting complacent despite being the obvious market leader."

Andreas Schönenberger, CEO Sigvaris



"I really didn't expect Bühler to continue to be family-owned. How could they grow so much without opening up their shareholder base? I am impressed!"

Liliane Lebron de Wenger, Ambassador of Paraguay to Switzerland

Among the participants were diplomatic representatives of Argentina, Brazil, Colombia, Costa Rica, Cuba, the Dominican Republic, Ecuador, Mexico, Paraguay, Peru and Venezuela. In the picture can be seen (sitting, from left to right): Ambassadors Méndez (Ven), Trombetta (Arg), Jaramillo (Col) and Borges de los Santos Júnior (Bra).



Tobias Nanny, Head of Bühler's Customer Training Center, explains the different stages of the milling process.

Dr. Holger Feldhege (Member of the Executive Board and Head of Manufacturing & Logistics, middle) and Fiorenzo Rinaldi (Head of Corporate Quality Management, right) show how Bühler coordinates its numerous production and service locations around the world to best serve its customers.

