

FrieslandCampina Romania SA in Packaged Food (Romania)

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Abstracts

Following the growth seen by dairy in Romania over the review period, FrieslandCampina Romania is focused on improving its manufacturing, distribution, sales and communication, to better reach target consumer groups. It intends to remain active and flexible in order to decide where and how to most efficiently produce the company's brands. In this respect, relocation of production and investment are expected to maintain FrieslandCampina's position amongst the leading players of packaged food in...

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