

Ricola AG in Health and Wellness (Switzerland)

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Abstracts

Ricola is a domestic company upholding the tradition of a family business and setting high value on Swiss production and quality. With 90% of its sales generated through exports in over 50 countries worldwide, Ricola aims to strengthen its core business and continue to focus on its internationalisation. Despite economic events in 2015 leading to a very strong Swiss franc and thus negatively affecting exports, the company is expected to maintain its position as a Swiss manufacturer, and use it...

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