

SEB Colombia SA, Groupe in Consumer Appliances (Colombia)

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Abstracts

Groupe SEB Colombia is increasingly focusing on achieving more synergies following its recent acquisition of Industrias Metalurgicas Unidas SA (Imusa). Rather than simply relying on the strength of SEB's Samurai brand to maintain its current second position in the consumer appliances industry, the company is paying full attention to the power of Imusa within Colombia and throughout Latin America and the company has rearranged its brand portfolio accordingly in order to accommodate the Imusa...

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