



BARDINI & VERDE

SWISS TRADING OF FRUIT AND VEGETABLES

Interview with Aurora Bazan (Manager LATAM)



- 1. can you give us an idea of your role as LATAM Manager at Bardini & Verde? What are your main tasks and responsibilities?**

At Bardini & Verde we have a growth and development plan for Latin America, on the basis of which we have laid the foundations, with the clear objective of contributing to the expansion of B&V by creating a more solid shared value structure and promoting and maintaining economic, social and environmental development with related organisations.

- 2. What made you decide to work in the fruit and vegetable sector? What fascinates you about this sector?**

Being the extended arm of a group of passionate people who work in a simple way but are aligned with the goals of the B&V organisation. Making agile decisions hand in hand with the organisation's leaders. Sharing visions and market trends to make the right decisions.

- 3. what does a typical working day look like for you? Are there any particular challenges that you regularly face?**

I am a person who is able to make decisions without being afraid of taking responsibility, which allows me to drive a number of activities simultaneously with willingness, enterprise, proactivity, drive and creativity. My main tasks lie in planning, the negotiation process between companies and clients, task control, drawing up statistics, analysing market trends and communicating needs and proposals to the various players in the environment, which is one of the biggest challenges in my management.



4. what qualities or skills do you think are particularly important for success in your position?

Responsible, organised, active, communicative, creative and with a lot of passion and willingness to constantly be able to identify opportunities for successful international negotiations and develop business strategies in the area of marketing fruit and vegetables in the agricultural sector.

5. Bardini & Verde attaches great importance to quality and reliability. How do you personally contribute to realising these values in your work?

It is simply a matter of following the quality approach, which is closely linked to reliability and which Bardini & Verde has maintained over the years. In every geographical area in which we operate, the reliability of the product or service is crucial and represents a decisive competitive advantage for the company.

6. what trends or developments in the fruit and vegetable sector are you currently paying particular attention to and how do they influence your work?

Considering that consumption profiles are specific to each country or even region and vary according to gender, age, education level and socio-economic status, there are global trends or universal behavioural patterns that serve to understand the average consumer, which is why I believe that this global trend is increasingly reflected in a higher consumption of fruit and vegetables. This result is a great motivating factor that allows us to engage with suppliers who can provide us with quality fruit and vegetables, motivated by a consumer opting for a more balanced diet with higher levels of fibre, vitamins and minerals, as well as the importance of longevity. lays.

7. what would you like to tell potential suppliers about your experience at Bardini & Verde?

The company Bardini & Verde knows and understands the needs of the market, both the needs of its customers and those of its suppliers are a priority and of absolute importance, the collaboration is what allows us to be successful in the choices we make. Everything is based on a great long-term alliance, where trust and quality are the cornerstones to do any business in the future.

8. how does the Bardini & Verde team support you in your role as LATAM Manager?

Since the Bardini & Verde team is involved in all processes, from the field to production, logistics, quality, innovation and sales, in order to offer fruit and vegetables with the high quality standards demanded by the markets, it is important for me to be constantly active in my daily work, to contribute and focus my efforts to make the maximum contribution to move forward together in all projects in complete harmony and transparency.