

Romania, Cosmetics

The Déesse group of companies with global headquarters in Switzerland offers a comprehensive range of beauty and wellness products. The company operates through an international network of over 8,000 direct sales agents. The brand %made in Switzerland+and the strong ecological business ethic have enabled the company to expand to numerous countries. The affiliate in Romania, Capra Nera by Déesse of Switzerland, was established in 2002 and has since experienced fast growing sales.

In order to meet demand, Déesse AG decided to expand its business to Moldova, Ukraine, Russia, Bulgaria and Serbia in the medium-term by operating through a distribution center and business hub located in Otopeni, Romania. Within four years, Capra Nera is planning to employ 1,500 sales agents, three hundred of them on a full time basis. In addition, twenty to thirty jobs will be created at the new distribution center. As all the packaging material is recyclable, the project serves as a model of environmentally-sound recycling methods.

the sponsors received a credit from the SECO Start-up Fund to cover parts of construction costs of the new distribution center.

