

About Company

A nine-century-old town of BeÄ•ej lies on the right bank of the river Tisa and it has long since been the centre of this part of Potisje. Its greatest wealth is 44,000 acres of exceptionally fertile cropland and a tradition of agriculture. Therefore it comes as no surprise that on the fertile plain of Vojvodina, »PIK-BEÄCEEJ«, one of the oldest and biggest agricultural companies in our country, has developed. In 1959, by merging together of three industrial enterprises and three agricultural farms, the first agricultural combine of this kind in our country was founded. The foundation of the Combine created the conditions for more intensive production and very soon, by using the natural resources, PIK BEÄCEEJ joins the ranks of the leading food manufactures, where it remains to this day. Today PIK BEÄCEEJ is the biggest agricultural company in Vojvodina and among the biggest in Serbia. It has successfully completed the process of privatization and it has got a new owner - an investment consortium of legal entities comprised of »Forum Absolute Return Fund LTD« British Virgin Islands, and »Irva Investicije LTD« Belgrade. By integration into the world market and the world economy flows, PIK BEÄCEEJ becomes an increasingly efficient and reliable factor, trusted by both domestic and foreign business partners, while the slogan »Product of Exceptional Quality« has gained its confirmation in the market. Successfully realised development strategy, incorporated in the frame of rich available natural, human and other resources at the disposal of the Company, has provided the sustenance of the leadership role in the production and processing of food in our market and a fast break in the foreign market. PIK BEÄCEEJ does business in the most dynamic segment of the market in our country and Europe, with the network of over 2000 buyers and suppliers, and realises the annual income of about 50 million euros out of which over 6 million in the export. Through its quality and business manners PIK BEÄCEEJ has built its recognizable brand in the market. We have good partnership relations with our buyers and numerous awards, presented to us at various fairs, to witness the continuity of the quality of our products. PIK BEÄCEEJ was pronounced the Champion of the XX century at the Novi Sad Fair in the area of crop and vegetable production, pig and cattle farming and in 2007 it won the award as the Best in agribusiness in the area of primary production. In the last 6 years PIK BEÄCEEJ has invested over 21 million euros in its development. The company has been doing business according to the rules of ISO 9000 standard, and the introduction of the safe food system HACCP is under way.