



## Meet4Business AGRA 2024

The Regional Development Agency Podravje - Maribor, SPIRIT Slovenia and the Enterprise Europe Network partners are inviting you to the business matchmaking event **“Meet4Business AGRA 2024”**, which will take place on **28<sup>th</sup> of August 2024** in the framework of the **62<sup>nd</sup> International Fair of Agriculture and Food Fair AGRA 2024** in Gornja Radgona, Slovenia.

### TOPICS ADDRESSED

- Organic farming
- Production and processing of food products
- Agritourism
- Digitalisation, robotics and artificial intelligence in agri-food sector
- Sales & Distribution
- Service / Maintenance / Supply
- Other

The matchmaking event aims to initiate business and technology co-operations by offering pre-arranged 30-minute meetings. The basis for the meetings is an online catalogue containing all competence profiles of each participant.

### AGENDA

#### Wednesday 28<sup>th</sup>, August 2024 (HALL 5)

11:30 – 12:00 Registration of companies, drinks & snacks

12.00 – 16.00 Bilateral business meetings

16.30 – Networking & Wine testing

Attendance at the business matchmaking event is free of charge.

# Expression of Interest for Business Co-operation Proposals

## Profile of the Company and Contact Details

Name of the company	Balevski&Kirov Ltd.		
Contact person	Balevski Ivo	Position	CEO
Telephone number.	+359889632124	Website	<a href="http://www.balevski.bg">www.balevski.bg</a> <a href="http://www.balevski.eu">www.balevski.eu</a> <a href="http://www.balevski.sk">www.balevski.sk</a> <a href="http://www.balevski.cz">www.balevski.cz</a>
e-mail address	balevski.ivo@balevski.bg		
Number of employees	12	Year established	2015
Contact languages	English		

## Brief description of the company

(Provide a short description of your company's activities, products and/or services, advantages and innovation)

**Balevski and Kirov Ltd.** is a Bulgarian company established in 2015. In the same year, we developed a project for a Rosehip Processing Plant in the town of Tryavna. In 2016, the project was approved and funded under measure 4.2 of the Rural Development Programme. In the spring of 2020, we put the plant into operation. At the beginning of 2021, we implemented an integrated system for quality, environmental protection, and working conditions in accordance with the following standards: ISO 22000:2018; ISO 9001:2015; ISO 14001:2015; ISO 45001:2018.

"Green technologies and solutions" are embedded in the genesis of our family business. This means being aware of the need to use the latest technologies, the most modern machinery and equipment that protect the environment and do not cause destructive consequences on the one hand, and on the other hand, creating Essential products while preserving in the raw materials the useful substances nature has given them.

In order to preserve in our Essential foods and nutritional supplements the high content of vitamins C, E, B1, B2, K, D, A (carotene), PP, P and fatty acids Omega 3, Omega 6 and Omega 9, the drying process takes place initially in a natural environment and then at a temperature of 40 to 50 degrees C in a specially designed automated single belt dryer. Concerned about the protection of the environment, we created a fuel plant with the main energy source being the moss from the rose hip fruit, which we separate when separating the husk from the seeds. The heat energy we use in the drying process is 100% ecologically clean. The electricity we use comes entirely from the sun. All our products are produced without a carbon footprint. For the milling process, we use micronizers, which is the most innovative method of turning dried rose hips into a fine powder. The micronizer grinds the dry rose hips without heating them, preserving to the maximum extent all the essential beneficial substances collected in the fruit from nature. Cold pressing oil presses are a patent development of the latest generation, with which the pressing process takes place at a significantly lower temperature, in the absence of oxygen, in a nitrogen environment, and the pressed oil flows out at a temperature of 22-27 degrees C, which guarantees the preservation of the useful substances contained in the primary raw material. This oil



meets and even surpasses refined oils in certain respects and at the same time surpasses them with the fully preserved high content of vitamins and antioxidants. The filtering process is carried out under nitrogen conditions with a modern Italian filter system after pre-cooled and crystallized oil to 5 degrees C through winterization. Through the crystallization of the oil, we aim for a more efficient filtration process. The oil is stored in specially designed containers in which we create a nitrogen environment with an overpressure of 0.5 Bar. The storage temperature is from 5 to 13 degrees, which we achieve through automated periodic winterization. The bottling of the oils is done in a specialized sterile room. We use a dosing machine that pre-creates a nitrogen environment in the jars. By sealing the oil in a nitrogen environment, we guarantee the preservation of its active ingredients for 36 months.

The raw material we use in our products is 100% organic, and our entire production is organically certified. Our main markets currently include Bulgaria, Germany, Austria, Italy, the Netherlands, the United Kingdom, the Czech Republic, Slovakia, and Hungary.

**Product Line "Foods":** Rosehip powder, Fruit and herbal powders, Rosehip jams, Rosehip tea, Herbal teas

**Product Line "Food Supplements":** Food supplements with rosehip powder, Food supplements with rosehip oil, Collagen dietary supplements, Herbal extracts with ultrasound in rosehip oil

**Product Line "Cosmetics":** Rosehip oil, Rosehip oil with essential oils, Skincare series with rosehip oil for daily skin care

### Reasons for your interest in the Business Co-operation

(What kind cooperation are you looking for? Are you interested in selling and/or buying? What kind of business partners are you looking for? What do you expect from the potential business partners and what kind of partnership?)

Distributors of food, cosmetics, dietary supplements, pharmacies and drugstores, stores, supermarkets and grocery store chains, online shops, organic stores.

Private label.

I accept that Enterprise European Network Partners use my contact details for the sole purpose of the Business Co-operation Database