

Reftele 2020-10-08

ESBE – PROUD WINNER OF THE EXPORT HERMES 2020 AWARD

Since their start in 1981, the Fund for Export Development Foundation has awarded the Export Hermes Prize to 50 successful companies. The prize is awarded annually, exclusively to a Swedish-based company, that has shown a very positive trend in exports. By rewarding successful Swedish companies, Export Hermes seeks to inspire additional successful initiatives to increase exports.

ESBE is now part of the exclusive group of 50 successful companies that have been awarded the exceptional Export Hermes Prize. Among previously well-known recipients of the Prize, such as Icehotel, Pappelina, Acne Studios and Odd Molly, we also find Thule Group and Isaberg Rapid. Companies that have, as ESBE has, their roots in the soil of Småland and the Gnosjö region.

We asked Peter Cerny, President and CEO of ESBE, to say a few words about being awarded the Export Hermes Prize and the fact that the entrepreneurial spirit of Småland seems quite obviously to be a good foundation for initiatives to increase exports as well.



The Exports Hermes Prize has been distributed since 1981 to companies showing excellent export results. Now ESBE joins these companies (congratulations!). How does it feel to receive this Prize?

- We are very so very glad and honoured! It feels great to receive this distinguished Prize; it is a team effort to work at ESBE and receiving the Prize would not have been possible without the contributions of all our employees, in large and small ways.

Can you point to any particular success factor to explain why ESBE's exports are so successful?

- Our foundation is that we have exceptionally good innovative and high quality products that stand up well in international competition.

Internally, continuously say that we must always strive to make things better. This means not only that we always strive to be at the forefront of research and product development, but also that we have ongoing efforts and initiatives to improve our quality, production capacity, delivery precision, and our overall range of projects.

Over the years, we have established ourselves in key markets with our own subsidiaries, in order to get closer to our customers. Our origins are an integral part of our success, and it is not without a strong sense of pride that we can boast 114 years of Made in Sweden by ESBE.

ESBE now joins successful companies that have been the previous Prize holders: Thule Group, Icehotel, Mojang (the company behind Minecraft), Isaberg Rapid and Acne Studios. What do you think the common denominator is – that companies so diverse can be included in the same list of prize recipients?

- The common denominator is entrepreneurship, seeing and seizing the opportunities to launch products internationally. ESBE's share of export currently stands at almost 90%, with Europe as the primary market.

Does the Prize mean something for your continued business transactions?

- Receiving this Prize is an excellent distinction and a recognition that we are on the right path. Our goal is to continue on this path; we see Europe today as our home market and the next step will be to conquer new countries outside Europe.

And to conclude for now. What challenges do you see ESBE and all other exporting companies needing to take into account in the future?

- Increased competition, increased transparency and an even greater list of demands from customers. Digitalisation leads to new ways to market, meet new customers and sell products.

Digitalisation also facilitates the development products that have new functions, including those which can be constantly connected and monitored. It is a real challenge to keep up with this change.