

NewCo team gets together in Europe

Rapidly growing NewCo organized its first global meeting in September. The company's partners—many of whom had never met in person before—traveled to Europe for a bit of teambuilding. There were 15 participants from 10 countries. The team members spent one night at the Oktoberfest in Munich, Germany, and three days at an Austrian wellness resort.



Tobacco supplier NewCo was established in 2005. With representatives in India, Singapore, Indonesia, Turkey, Italy, England, Egypt, Germany, Brazil, Argentina and the United States, the company combines many years of tobacco experience from around the world.

NewCo aims to provide efficient and comprehensive service across a broad range of needs, including agronomy, commercialization, blending, processing and logistics.

"The chemistry and spirit of our team is excellent, and everybody is motivated to service the tobacco sector in the best possible way," said Rainer Busch, who had organized the event together with his colleague Birgul Sandal. "We believe people need to enjoy their work in order to do a good job."

Judging by the participants' comments, the gathering was a great success. As the team members headed back to their various homelands, many reflected favorably on their strengthened professional bonds and newly acquired friendships—and they felt invigorated to sell the next 100 million kgs. ▶

UPCOMING EVENTS:

Nov. 11-13, 2009
TABINFO Asia
 Bangkok, Thailand
www.tabinfo.net

Jan. 18-21, 2010
 44th Tobacco Workers' Conference
 Hyatt Regency Hotel
 Lexington, Kentucky, USA
www.twconference.com

Oct. 4-9, 2010
 Global Tobacco Networking Forum
 Bangalore, India
www.tobaccoreporter.com

Nov. 15-18, 2011
TABEXPO
 Prague, Czech Republic
www.tobaccoreporter.com