Larnaca, 05/05/2025

**15 years of Lidl Cyprus: 15 years dedicated to progress, innovation and people**

**Lidl Cyprus celebrated 15 years of dynamic progress in the country with an event full of value, emotion and vision for tomorrow.**

In a festive atmosphere, full of emotion and business reflection, **Lidl Cyprus honoured its 15-year presence** on the island, with a symbolic event that took place on Wednesday, April 30, 2025, on the 33rd floor of 360 Nicosia, in the presence of institutional bodies, partners, representatives of the media and executives of the Cypriot market.

The event was a **milestone for the company's course in Cyprus**, with Lidl Cyprus highlighting its **socio-economic footprint, its commitment to sustainability and innovation**, as well as the **solid relationship of trust** that it has built with Cypriot consumers over the years. With the slogan "Lidl at its best", the event focused on the essence of sustainable business with values.

The event was opened with a speech by **Mr. Giorgos Papanastasiou**, **Minister of Energy, Commerce and Industry**, who expressed the Ministry’s satisfaction with Lidl Cyprus’ trust in the local market, stating: *"Lidl Cyprus is a company that honors us as a country by being present in our market, which is a small one, and yet it offers and promotes products, employment, and a presence that is linked to sustainability. This is the kind of company we want to have in our small space that is called the Cypriot market".* He added: *"On behalf of the Ministry of Commerce, we express our satisfaction that a multinational group of Lidl’s caliber chooses to place its trust in the Cypriot economy"*. In closing, referring to the company’s social impact, he emphasized: *"The social impact of Lidl Cyprus’ corporate social responsibility actions and programs is also significant. Among other things, the company maintains long-standing partnerships with a number of non-profit organizations, such as the Cyprus Anti-Cancer Society and the Red Cross. Its development policies align with the United Nations’ Sustainable Development Goals, making it a model of corporate responsibility in our country".*

Subsequently, **Mr. Martin Brandenburger, CEO of Lidl Cyprus delivered his official address**, stating: *“At Lidl Cyprus, we are committed to sustainable entrepreneurship that supports the country's growth path. We have invested more than 230 million euros in the country since the beginning of our activities and we are continuing, without deviating from our plans and without allowing ourselves to be influenced by unfavourable circumstances. Investments of more than 15 million euros are planned for this year alone, and this figure will rise to 40 million euros by 2027”.* “After 15 years of successful operations, we have significantly and continuously improved our socio-economic footprint in society, the environment and the economy, thanks to the trust of consumers and all stakeholders. Yes, Lidl Cyprus is at its best today!”, he added. He also mentioned that *“With a strong belief in our broader impact on Cyprus and its people, we are creating and strengthening employment opportunities, supporting nearly 2,000 jobs overall”.* Also, focusing on the company’s impact on exports, he noted, *“At Lidl Cyprus, we stand for growth and sustainable products for all our partners and, in particular, for 2024 we promoted our products in 27 countries and exports amounted to 28.8 million euros, of which 26 million euros were halloumi exports”*.

In her speech, **Ms. Vasiliki Adamidou, Director of Corporate Affairs and Sustainability at Lidl Cyprus**, highlighted the significant impact of the company on the local community and environment, stating: *“This year, we celebrate 15 years of Lidl’s successful presence in the Cypriot market. For 15 years, we have operated responsibly and with integrity, contributing across the board: to consumers, society, the environment, the market, education, and the country’s economy. Lidl is deeply connected to everything that shapes the daily experience of Cypriots, fostering a culture of social values and enhancing quality of life. We are proud to be growing alongside Cyprus and its people, strengthening the food supply chain and promoting healthy eating and well-being”*. In conclusion, Ms. Adamidou emphasized: *“With consistency and responsibility, we continue to build the entrepreneurship of tomorrow, with people and the planet at the center.”*

As part of the event, Lidl Cyprus awarded honorary distinctions to four important institutional partners, recognizing their long-standing and fruitful collaboration: the **Ministry of Education, Sports and Youth, the Ministry of Agriculture, Rural Development and Environment, the Cyprus Anti-Cancer Society** and **the Cyprus Red Cross.** Through these collaborations, **Lidl Cyprus systematically strengthens the work of important social and environmental initiatives**, with a substantial footprint on society and the future of the country.

The event was accompanied by tasting experiences and musical accompaniment that offered a festive and dynamic atmosphere, with Nicosia stretching panoramically to the horizon.

With **15 years of dynamic history**, **Lidl Cyprus continues to invest in the place, the people and the environment**. With clear commitments, strategic consistency and an eye on the future, the company ensures that every action it takes ensures a responsible today for a sustainable tomorrow.

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