Larnaca, 05/12/2023

**Lidl Cyprus organises the first ‘Lidl Supplier Day’ and strengthens cooperation with its suppliers**

**The company welcomed its strategic partners, from Cyprus and Greece, in order to inform them about the current performance of the company, its ambitious sustainability plans, while giving emphasis to their integral role in achieving future goals.**

The first **‘Lidl Supplier Day’** entitled ‘**Prospects. Features. Cooperation’**, was organised on **Thursday 23 November 2023**, during which **Lidl Cyprus** welcomed more than 30 of its strategic suppliers in Cyprus and Greece, which were selected based on the importance of their product category, as well as the overall size of their collaboration.

Looking at **the future of the supply chain**, the current obligations, **opportunities and new challenges for 2024** were discussed, such as the need to digitise business processes, the escalating need of consumers for sustainable consumption, the increasing regulations in sustainability issues, as well as supply difficulties due to tensions due to transportation means.

The CEO and Chairman of the Board of Directors of Lidl Cyprus, Martin Brandenburger, marked the beginning of the event, and greeted attendees. Afterwards, the floor was given to Ioannis Karanatsios, Chief Commercial Officer and member of the Board of Directors of Lidl Cyprus, who congratulated the suppliers for effectively dealing with backlogs supply chain challenges from the pandemic to inflation.

"In the dynamic, as well as demanding environment that is taking shape, we believe that it is more necessary than ever to join forces and align them with our efforts so that we can face upcoming challenges together. As Europe's leading retailer, our priority is to ensure sustainable growth together with our suppliers," said Ioannis Karanatsios, Chief Commercial Officer and member of Lidl Cyprus’ Board of Directors.

The day's agenda included information on corporate responsibility issues, quality assurance, supply chain, systems and supplier management.

With a vision of a sustainable supply chain, from the start of its operation until today, Lidl Cyprus has been developing together with its **more than 90 suppliers**, promoting and enhancing their potential, both within and outside the borders of the 26 countries where Lidl operates. Specifically, for the financial year 2022, **the turnover from the direct exports of halloumi from the Cypriot suppliers** abroad exceeded **19 million euros**.

On the road to a better tomorrow, the company is harnessing the potential for optimisation throughout the chain, which creates added value for people and the planet.

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