

Three Decades of Growth and Success

Roman Kratochvil

CE Industries Managing Partner, Beohemija CEO

Our focus in 2025 will be on innovation, sustainability and optimising production processes, which will fortify Beohemija's position as a key regional player, says CEO Roman Kratochvil



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The story of Beohemija is one of challenges, partnership, support and success, built on solid foundations, quality and dedicated people. One such person, the company's current leader, Roman Kratochvil, shared this story with us. Having amassed professional experience across the globe, he ultimately relocated to Serbia with his family, seeing it as the perfect base to expand CE Industries to new markets.

Beohemija, a renowned manufacturer of detergents and household chemical products, with production facilities in Zrenjanin and operations within Czech holding company CE Industries, celebrates its 30th anniversary this year. What does this milestone mean to you; and how would you describe the company's development over these three decades?

— Thirty years of Beohemija is not just a milestone: it's a story of perseverance and trust, and constant growth. As part of CE Industries, Beohemija is a significant regional player in the FMCG industry, recognised for the quality of its products and dedication to its customers.

We've faced numerous challenges over past decades, but each of them has made us stronger. Our success wouldn't have been possible without the support of our consumers, distributors and suppliers, with whom we've built mutually beneficial partner-



Trust and loyalty are built through quality, innovation and environmental responsibility

ships. This year is not only an opportunity to reflect on our achievements, but also to lay the groundwork for an even more successful future.

CE Industries is among the most dynamic holding companies in the region. How would you rate Beohemija's significance within the group?

— Beohemija is one of the pillars of CE Industries and a prime example of the successful combining of tradition and innovation to meet the demands of the modern market. Its ability to adapt to diverse markets and continuously evolve is crucial to the group's success, particularly in the Balkans and Central Europe.

Its significance lies not only in its business results, but also in its commitment to innovation and sustainable development. This wouldn't be possible without the vision of CE Industries' owner, Mr Jaroslav Strnad, whose philosophy emphasises long-term sustainability and global competitiveness for companies within the group.

Does working under Jaroslav Strnad's leadership bring additional responsibility; and what goals have you set for 2025?

— Working under Mr Strnad's leadership undoubtedly carries responsibility, but also immense motivation. His ability to recognise potential and inspire teams across various industries sets high standards.

We have set ambitious goals for 2025. We plan further growth on European markets such as the Czech Republic, Romania, Germany and Austria, as well as expansion beyond the European continent. Our focus will be on innovation, sustainability and optimising production processes, which will further strengthen Beohemija's position as a key regional player.

How do you view Serbia's position as a strategic market for CE Industries?

— Serbia is one of the key countries for CE Industries, due to its geostrategic location

that connects East and West. It serves as an ideal base for expanding to new markets, with Belgrade as the hub of economic and political initiatives for the entire region.

I would highlight rail transport in particular, where CE Industries sees enormous potential for investment and improvement. We plan to modernise existing infrastructure and establish European standards, thus contributing to Serbia's further development as a regional hub.

How do sustainability and innovation contribute to Beohemija's success?

— Sustainable development is at the core of our strategy. We focus on using sustainably sourced raw materials, recyclable packaging and energy-saving technologies. We are currently working to develop innovative products with high performance at low temperatures and short washing cycles.

We plan to relaunch the Spin brand and introduce an ultra-premium line, Deus, aimed at Western European consumers. We build trust and loyalty through quality, innovation and environmental responsibility.

You've personally gained extensive business experience worldwide, from Europe

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to America. What was the decisive factor in you opting to relocate to Serbia with your family?

— Serbia was a natural choice, due to Beohemija's strategic importance and its potential for further growth. Beyond professional reasons, I wanted to give my family the opportunity to experience life in a different cultural and social environment.

How would you compare the Serbian and Czech peoples; what do you enjoy most about Serbia?

— Serbs and Czechs share many values: they are both proud, hospitable and cherish family bonds. However, Serbs might be more emotional and passionate, while Czechs are more pragmatic.

It's precisely the warmth and spontaneity of the Serbian people that have particularly won me over.

What would you highlight as your greatest achievement in Serbia, both professionally and personally?

— In addition to positioning Beohemija as an established regional player recognised for quality and innovation, adherence to implemented standards, investments in modernisation, strategic partnerships and advancements in production processes, as well as its commitment to socially responsible business practices under the umbrella of the Green Agenda, I am particularly proud of the employees of Beohemija. Their extraordinary dedication has contributed significantly to strengthening awareness of both the company and the brand.

It is truly remarkable to witness a team of managers, to whom you pass on your acquired knowledge and experience, evolve into experts in their respective fields. With the same enthusiasm they had at the very beginning, they continue to contribute to the company achieving its strategic goals.

On a personal note, my greatest accomplishment has been that my family and I have felt at home here. The friendly openness and unique Serbian hospitality have made us feel like an integral part of this community. ●

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