

## IUCAB – George Hayward Award

The IUCAB International Agent of the Year "George Hayward Award" was created by the Executive Committee of IUCAB following the passing away in May 2009 of Mr. George Hayward, the first elected US Vice President of IUCAB. This year's winner of the award "Agent of the Year" is CDH-member Mr. Walter Dittmann and his company DIWA Sweet from Altdorf in Bavaria, Germany.



Ralf Scholz, Vice-President of IUCAB, Walter Dittmann, Eckhard Döpfer, CEO of CDH

The prize-giving ceremony was held on the 20th of May 2016 in Màlaga within the frame of this year's IUCAB Annual Delegates Meeting. The CDH made a short interview with Mr. Dittmann.

CDH:

Mr. Dittmann, you have been awarded the prize "Agent of the Year", Congratulations! As your company's name suggests, you are active in the field of confectionary and bakery products. What makes your business so special?

Walter Dittmann:

We are Export-Agents - which is an exception within the CDH -, selling products of our represented companies throughout the whole world, in Europe, North America and the Far East. Among our represented producers are notable firms like Brandt Zwieback and Zentis.

CDH:

Why do those companies engage your agency?

Walter Dittmann:

The companies benefit from the flexibility of a small and specialized agency that provides tailored solutions to the companies' needs.

CDH:

What does "tailored" mean in practical terms?

Walter Dittmann:

Our tasks include the observation of legal and import regulations in the respective countries in order to guarantee frictionless and smooth sales. We are able to translate packaging material into 25 different languages, including all ingredients and declarations. Moreover, we continuously train and inform sales staff in the various countries.

CDH:

Who are your customers?

Walter Dittmann:

We have more than 2.600 distributors, customers and business partners worldwide. Our customers are hypermarkets, supermarkets, department stores, wholesalers and food producers. We also work with local commercial agents.

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