



# CHB Group

## What does the future hold for Family Business?

Nicholas Christodoulou, CEO  
November 2019

# Who we are



processing  
 **14**  
Greek fruits

**150.000MT/**  
per year  
  

 **2**  
productions  
units

since **1955**  
family-owned  
company  

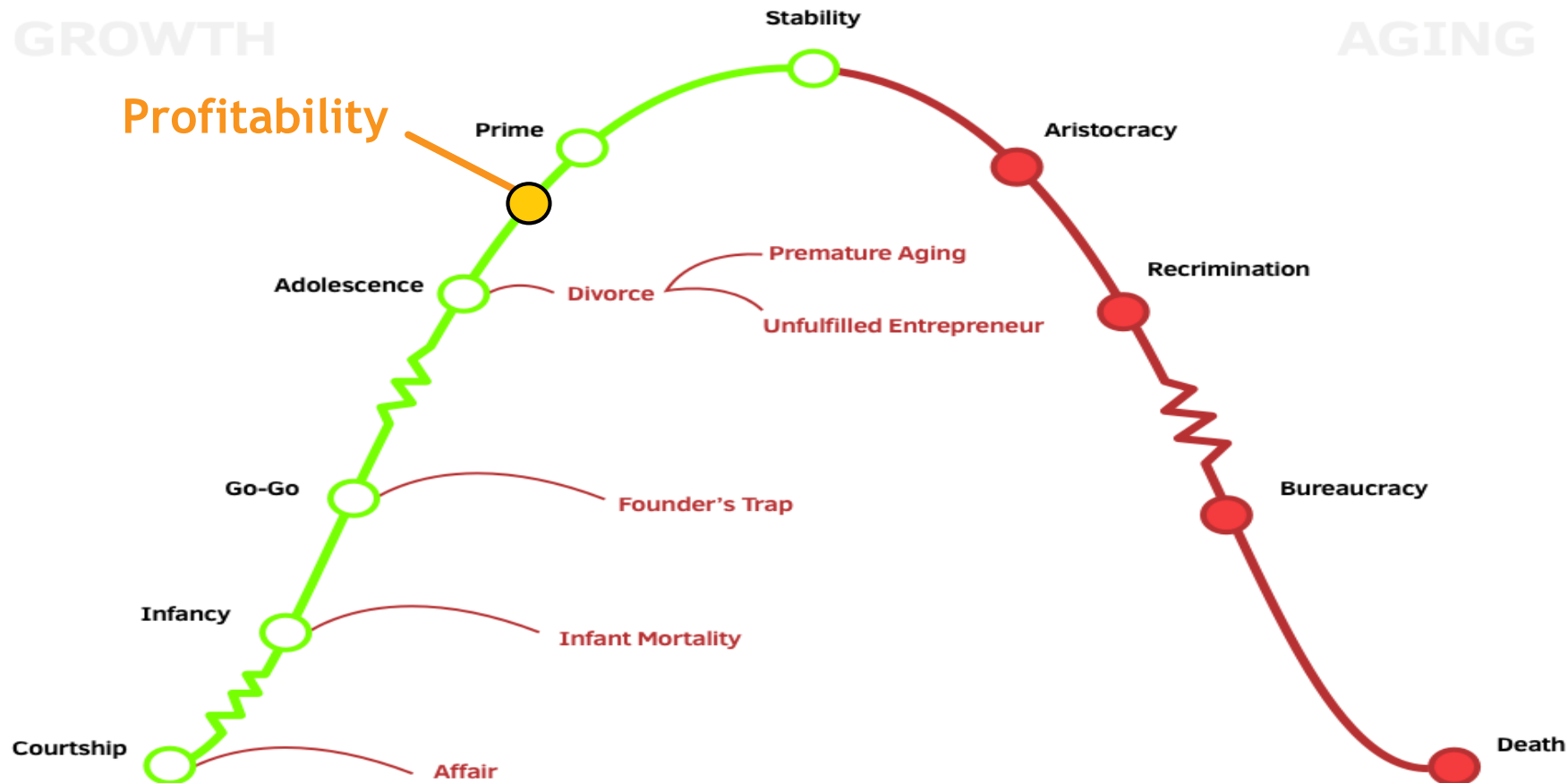

 **7**  
laboratories

export in  
 **89**  
countries

# The Corporate Life Cycle Model



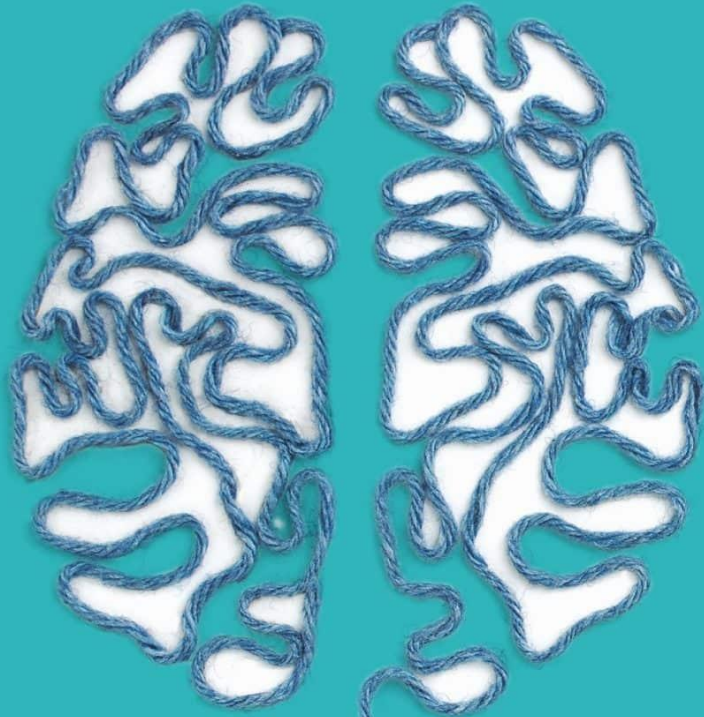
- ✓ Professionalism
- ✓ Human Resources
- ✓ Organizational structure



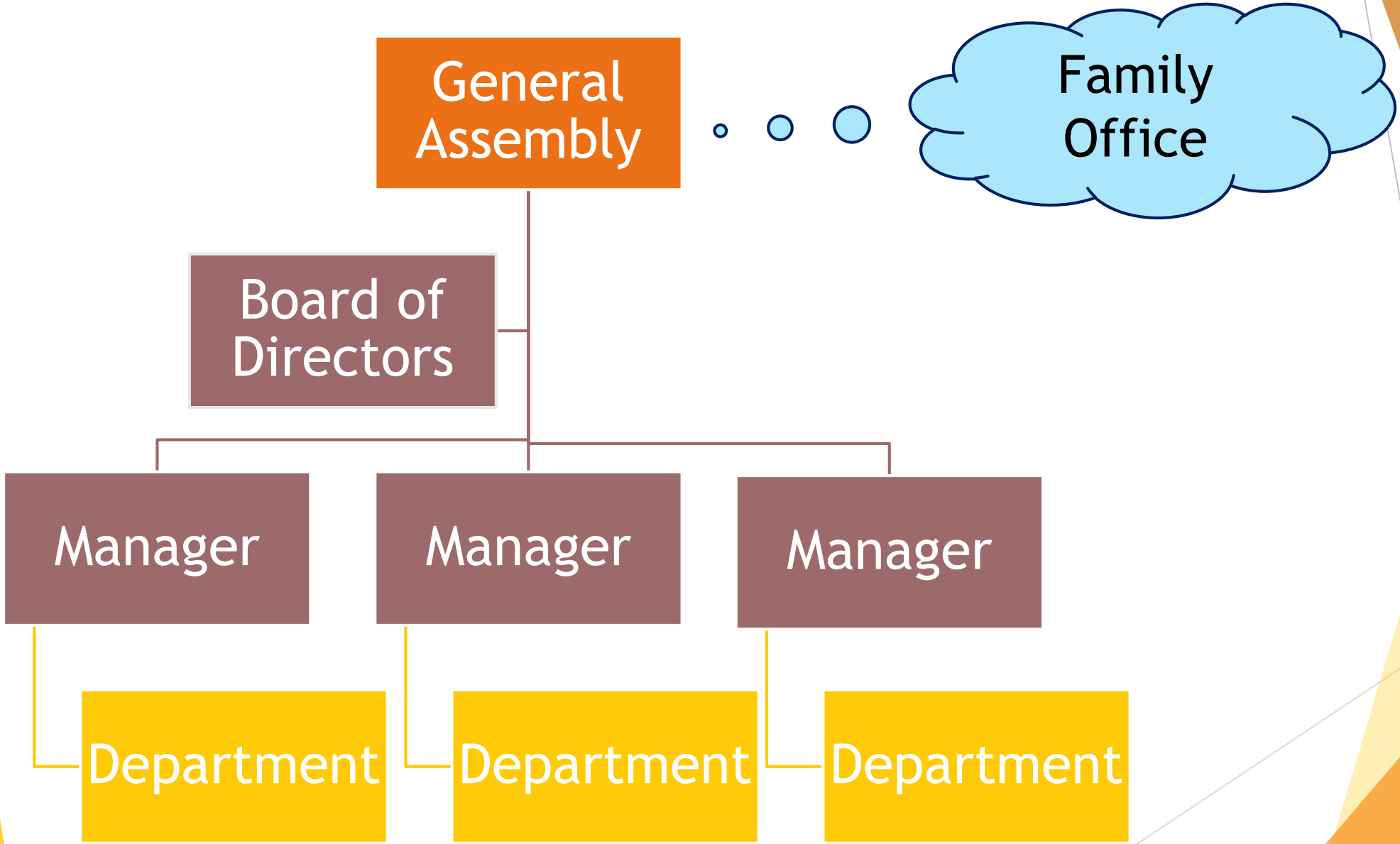
Source: Ichak Adizes Model

Corporate Governance

Emotional Governance



# Our Corporate Structure



# Our rules



## VISION

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The No1  
customer choice  
worldwide

## MISSION

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We process fruits  
from the Greek land,  
we serve solutions  
to our customers

## VALUES

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- Ethos,
- Accountability,
- Teamwork,
- Filotimo

# Our culture



“We are what we  
repeatedly do.  
Excellence, then, is not  
an act, but a **habit.**”

Aristotle.



Thank you.