

Bertegruppen

(The Berte group)

Kristofer Stenström, 14th generation

Our companies

- Berte Qvarn
(Flourmill)
- Sia Glass
(Ice cream factory)
- Hallands frökontor
(Deals with seeds and tractors)
- Berte gård *(Dairy farm)*



14th generation



- 1569-2010, 441 years.

Competence development!



Shifting generations – How?



Communication is the key!



It started with an interview...



Meetings with cousins

Education with CeFEO. Jönköping International Business School – Active ownership



Active ownership

- Six days of education divided in 3 (intensive) weekends.
- What is active ownership?
- Business economic knowledge for active ownership.
- The owners' arena, the players and the terms for being an active owner.
- Family relations, future roles for owners and plan of action.



Today and tomorrow

- Cousin meetings will continue
- Owner policy is being developed. It is a "living document".
- The future – keep on doing Sweden's best icecream, flour etc!



Thanks for listening!