

BIA HR – Successful solutions

Quality ingredients for the success of ÜLKER ROMANIA

•The stability and professionalism of the BIA HR account team enabled an integrated and coherent approach of complex accounts on wages, wage taxes and other specific HR management issues. We have been providing “*quality ingredients for the Ülker Romania oven*” from the very beginning!

“If the dough is good, the cake grows and will delight people with its flavour. We make sure only quality ingredients get into the ‘oven’ of our work. Thus, we are confident that Ülker reputation grows every day. This is our recipe.” Ülker Romania

“Ever since 2007 BIA HR has been our provider of integrated HR services. BIA consultants have always provided services at the highest level of professionalism, expertise and timeliness.

We recommend BIA as a reliable service provision partner and able to establish a solid long-term partnership, ensuring a coherent and stable HR management activity.”

Ülker Romania



From challenge to solutions

About Ülker – established in 1944, it is the largest fast moving consumer goods company in Turkey, being held by the Turkish Yildiz Holding Group. It is famous for its sweets, a field where long lasting tradition attracted strong trust in its quality products. In February 2006, the Group officially opened the factory in Romania, which is a successful blend of Ülker Group's lasting tradition in manufacturing these products and the latest technological advances in industry.

The challenge: Outsourcing the payroll and staff management activities to an experienced provider enabled the HR team of Ülker Romania to focus on ensuring the necessary support for the success of business and human capital. This allowed the company to access all legislative and fiscal amendments impacting the human capital, an increased predictability with clear costs and no changes to the budgets allocated to these activities and increased privacy with respect to the wage levels in the company.

The solution: Ülker Romania chose to work with BIA HR ever since it started doing business in Romania. Throughout this collaboration, BIA HR has provided a wide range of services through its experts and the technical and information resources made available and addressed the most complex situations concerning wages, wage taxes and other specific HR management issues. The account team experts have always ensured good cooperation with the authorities in the field and addressed any situation arisen with professionalism and timeliness, with no delays or disruptions whatsoever.