



*Casa Latina*

From left: Zacarias Ayub, Director Comercial Procomer, Edgar Ricardo Navarro, President Navcafé Costa Rica and Gustavo Guillen, Chairman & Founder, Casa Latina a.s.



# Raising the “Coffee Bar” with Navcafe



2



to acquire full photocoverage go to [www.leadersmagazine.cz/photogallery](http://www.leadersmagazine.cz/photogallery)

From left: Heinz Reigl, President, Skál Club Prague and Managing Director, EHR Recruitment Company, Thomas Hecht, Tour Director Vienna and Helmut Lackinger, Hotel Director Austrian Hotel Company







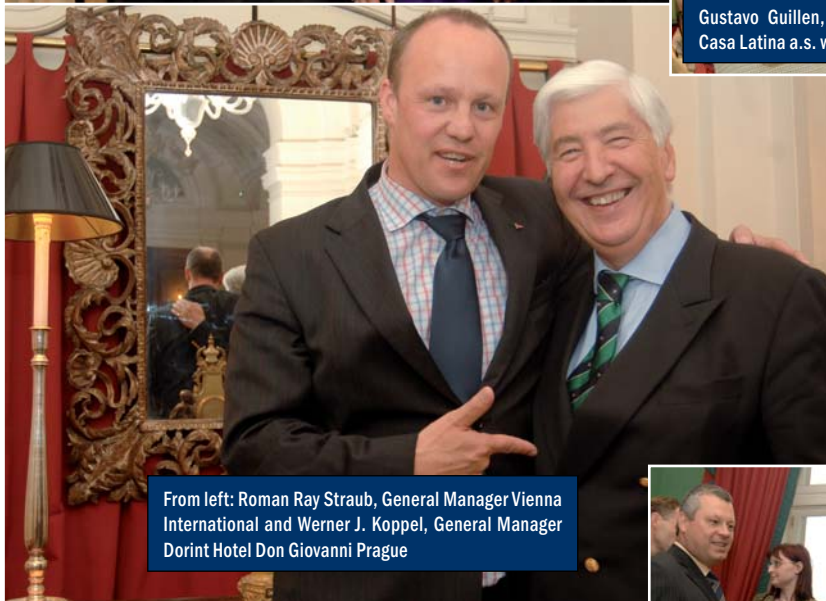
From left: Gustavo Guillen, Chairman & Founder Casa Latina a.s., Mrs. Natália Quirosová, Sales, Special Events&Promotions Casa Latina a.s., Froy Perez, Sales & Marketing Casa Latina and Mrs. Ilona, Casa Latina



From left: Jiří Gajdošík, General Manager, Hotel Le Palais Prague, Gustavo Guillen, Chairman & Founder Casa Latina a.s. and Heinz Reigl, President, Skál Club Prague and Managing Director, EHR Recruitment Company



Gustavo Guillen, Chairman & Founder, Casa Latina a.s. with family



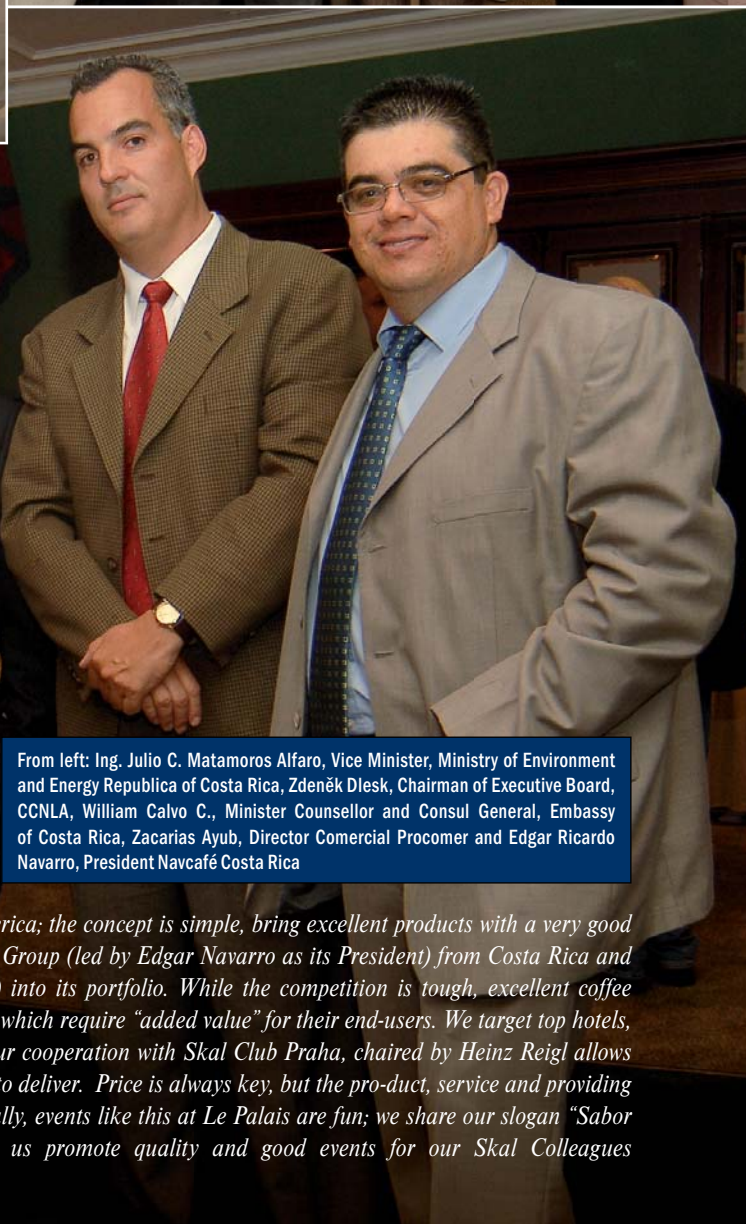
From left: Roman Ray Straub, General Manager Vienna International and Werner J. Koppel, General Manager Dorint Hotel Don Giovanni Prague



From left: Zdeněk Dlesk, Chairman of Executive Board, CCNLA, PhDr. Ludvík Vomáčka, CSc., Managing Director, Manager Institute COOP, s.r.o. General Director of Cooperative Schools with wife and Vladimír Ovčarič, Managing Director, Alfatech s.r.o.



From left: Vladimír Ovčarič, Managing Director, Alfatech s.r.o. and Shai Cohen, Business Development Manager, Casa Latina a.s.



From left: Ing. Julio C. Matamoros Alfaro, Vice Minister, Ministry of Environment and Energy Republica of Costa Rica, Zdeněk Dlesk, Chairman of Executive Board, CCNLA, William Calvo C., Minister Counsellor and Consul General, Embassy of Costa Rica, Zacarias Ayub, Director Comercial Procomer and Edgar Ricardo Navarro, President Navcafé Costa Rica

*Casa Latina a.s. has steadily fortified its product portfolio with direct imports from Latin America; the concept is simple, bring excellent products with a very good price/quality ratio to the Czech Market! Today Casa Latina is in a joint-venture with Navarro Group (led by Edgar Navarro as its President) from Costa Rica and is including "Navcafé", as well as Exotic and Boutique "Tarrazu Coffee" (from Costa Rica) into its portfolio. While the competition is tough, excellent coffee with a good concept will be our strength, and our sales positioning will include only top clients, which require "added value" for their end-users. We target top hotels, restaurants and high-quality coffee houses that wish to provide a new experience in coffee. Our cooperation with Skál Club Praha, chaired by Heinz Reigl allows us to keep our finger on the pulse and listen to client demands and needs. I listen and then try to deliver. Price is always key, but the pro-duct, service and providing an "overall concept" will always allow quicker sales to those who wish to "raise the bar". Finally, events like this at Le Palais are fun; we share our slogan "Sabor Latino en Europa" and we are always thankful to GM's like Jiri Gajdosik that with us promote quality and good events for our Skál Colleagues who promote "doing business among friends". In closing, we leave you with Navcafé's slogan.*

