

A GERMAN WHO HAS BEEN DOING BUSINESS IN CZECHIA FOR MORE THAN 25 YEARS

Michal Krüsselin came to the Czech Republic for the first time in 1991 to negotiate a business deal near Zlín for his German employer. Zlín is where three siblings – Tomáš, Antonín, and Anna Baťa – founded the World Shoe Empire in 1894. The environment, the people, the enthusiasm for regime change, and especially the great business opportunities in the former Czechoslovakia impressed him so much, that he decided to settle in Lukov near Zlín to establish his own business company. Over the years, the small company has grown into a company trading both within the Czech Republic and abroad. He gradually founded another company and started production.



HOW DID YOU GET INTO ENGINEERING – WHEN DID THE FIRST IDEA COME ABOUT THAT YOU WOULD DO BUSINESS IN THIS FIELD?

After finishing my studies at a School of Metalwork, in my professional career I first completed an apprenticeship as a car mechanic. Immediately thereafter, I was drafted into military service, where I had to carry out various administrative tasks. This gave rise to the idea of combining these two things. So, when my military service was over, I did an apprenticeship as an industrial clerk. After that, to deepen my knowledge, I studied Business Administration. After completing my studies, I was lucky enough to get a job in a mechanical engineering company, where I was able to fulfil various tasks in the areas of procurement, logistics, and production. One of my tasks in the early 1990s was to help with the establishment of container production in Czechia. Later, there was also the relocation of certain production parts in the mechanical engineering area. During these activities, I was approached by various companies, asking whether I could carry out these activities for them, too. So the idea was born back then and has led to the success we enjoy today.

WHICH COMPANIES DO YOU CURRENTLY RUN AND WHAT ARE THEIR ACTIVITIES?

We run different companies. At the moment, Parabel is of course the most important. For two years, we have been expanding production in our METAKO company. Our goal is to create additional capacities in the steel and mechanical engineering sector because, on the one hand,

the demand is constantly increasing, but the delivery times should be increasingly shorter. We can burn, bend, weld, turn, mill, drill, and paint various workpieces in a relatively short time. We are very satisfied with the development of both companies. If you want to know more about it, look at www.parabel.cz and www.metako.cz.

YOU ARE GERMAN, BUT YOU LIVE IN THE CZECH REPUBLIC. WHY DID YOU DECIDE TO START A BUSINESS IN THE CZECH REPUBLIC?

I already addressed this matter in a previous question. I originally came to Czechia to fulfil a task for the firm for which I was working at that time. It became clear to me relatively quickly that the situation at that time offered good opportunities that are still available today, under changed conditions.

DO YOU ALSO TRADE ABROAD – WITH WHICH COUNTRIES?

We do business on all continents. Due to the geographic proximity, we are mainly concentrated on neighbouring countries.

YOU BUILT YOUR BUSINESS MORE THAN 25 YEARS AGO AND IT'S STILL GROWING. WHAT HAS BEEN THE HARDEST THING FOR YOU DURING THAT TIME?

There will always be ups and downs. The current situation with Coronavirus and now the war in Ukraine doesn't make anything easier, but we always face challenges. We have to find a solution in every situation. But to answer your question specifically, the biggest challenge was deciding in favour of self-employment, since the responsibility increases with every additional employee. The risk cannot be foreseen, even if one always approaches the matter with optimism.

WHAT MAKES YOUR BUSINESSES UNIQUE?

We want to offer solutions to our partners. The products are not always developed, and the right production partner can often not be found. That's where our strength lies, as we often take care of unusual things. This is what we are known for and why our customers keep coming back to us and recommending us to others.

WHAT IS THE SECRET OF YOUR SUCCESS?

Our success is based on our good, motivated employees. We are constantly working to improve our knowledge and skills, something which we have been able to do well in recent years.

