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World Leaders In Safe, Effective Nutritional Products

Privately-owned, family-based PM-International has taken the lead in the global distribution of premium products for health, fitness, and beauty.



“Best results, highest quality, and maximum safety are our ideal targets.”

**Rolf Sorg,
Founder
and CEO of
PM-International**



PM-International

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Founded in Germany in 1993, PM-International is a global leader in the development and distribution of high-quality products for health, fitness, and beauty under its FitLine® brand. PM-International's explosive growth has resulted in over 70 patents, a global presence on five continents including the Middle East, over 40 subsidiaries, and a position as one the Top 100 Direct Sales companies worldwide, where it is currently ranked 10th in 2021 according to the Direct Selling News Global 100 industry ranking. Rolf Sorg, Founder and CEO of PM-International, states, “We had a clear market strategy from the beginning. It was a niche strategy to position our health, fitness, and beauty products as premium products in the market.” In developing its strategy, PM-International also found its competitive advantage: premium, highest quality ingredients with results.

PM-International quickly grew by recruiting a scientific team of specialists to conduct its own research and development. Sorg states, “Best results, highest quality, and maximum safety are our ideal targets. We quickly became a company expert in bioavailability and developed our core competence: the Nutrient Transport Concept (NTC®), which focuses on delivering the nutrients exactly when they are needed and where they are needed: on a cellular level, from the inside and out.” Sorg adds: “That is our focus. Around 90% of our business is in nutritional supplementation.” These products are the results of carefully selected, high quality bioactive micronutrients, years of research and experience, and



advanced technology to support the wellbeing of PM-International's clients across the globe.

Moving forward, the international environment is destined to continue its evolution in response to the COVID-19 crisis. Within the sphere of personal wellness, Sorg says that the world's collective recovery from the pandemic has generated a renewed focus on health as one of the positive outcomes of the experience. “Within the circumstances of the last two years, people are sensitive about the immune system, so it's much easier now than it was many years ago to get people interested in supporting health and fitness.” Though a positive impact for PM-International's business, the renewed interest in healthy bodies and minds has reinforced the idea that the company's founding vision was, indeed, ahead of its time. PM-International is continuously reinventing itself to continue to supply the highest quality service and products, especially through attention to its clients, sustainability, and the environment.

PM-International's partnerships are evidence of their dedication to health and fitness. Recently,

the company signed an official partnership with the Korea Paralympic Committee, which has more than 30 different sports areas. Sorg states, “The athletes who use our products won four gold medals, as well as 15 silver and 12 bronze at the 2020 Para Games in Tokyo. Athletes value FitLine for the safety of

its products' use and the fact that they are able to achieve and experience great results with them. It is a great partnership, and we are absolutely proud of our team.” The Korea Paralympic Committee is one of more than 20 associations which place their trust in FitLine nutritional supplements. In addition, more than 1,000 individual top athletes are supported by the brand.

Beginning as a German company, Sorg says that their global presence was catalyzed with the establishment of its global headquarters in Luxembourg. “We were a German company that wanted to go international, so we looked at the most international place next to us and it was very easy to find Luxembourg. It was really a breakthrough when we installed the international headquarters in Luxembourg.” Indeed, PM-International serves not only as a prime example of the potential that one family-owned company can have but also the vast investment potential of Luxembourg as a bridge to the global market. 📍