

Member News



GET TO KNOW OUR CORPORATE MEMBER: CRUZIMPEX

Anyone who meets Armando da Cruz will agree that he is an entrepreneur “pure sangue” and passionate about meat. Armando knows where to find the best meat from different continents. He is probably also the most “Dutch” Portuguese you are likely to come across in your life.

Armando was born in Portugal but spent a greater part of his life in Holland as the son of Portuguese emigrants. He could not foresee that a Saturday job in a butcher shop at the age of 14 would influence the rest of his professional career.

After having concluded his butcher’s training at the professional Dutch institute “SVO”, he became chief butcher at the age of 19. Armando continued his studies and took the degree of Marketing and Management. For the Dutch Ministry of Agriculture he contributed to the promotion of the Dutch meat in other countries. Soon he was spotted by a large swine and bovine slaughterhouse, and started to work as an Account manager and later Export manager. In this latter role Armando managed to

open up the Portuguese and Spanish market for the company.

The export to Portugal was so successful that soon the idea arose to establish his own company in Abrantes. Hence, he returned with his Portuguese wife Maria Luísa and their 2 children to Portugal.

In the past 35 years, Armando managed to develop a successful business in the trading of meat and besides Holland; he also works with Germany, UK, Belgium, Spain, South America, New Zealand and Namibia. Meanwhile, Cruzimpex also opened an office in Madrid.

This year Cruzimpex decided to become a Corporate Member of the Chamber. For the Chamber this is a very special and much appreciated gesture, as Cruzimpex is the first SME among traditionally multinational companies in this category.

Hence Cruzimpex finds itself in the company of corporate member companies 2015: Central Cervejas (Heineken), KLM, Randstad and TIAS Business School.



A story of a successful and dynamic Portuguese entrepreneur who turned his company Cruzimpex into a reference in the meat trading market. Cruzimpex: your Meat Point.



Armando da Cruz, CEO and owner of Cruzimpex

Cruzimpex has been a loyal member of the Chamber since 1993. In 2015 Cruzimpex turned into one of our 5 Corporate Members.

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Armando Cruz (left) participating in a panel of experts on **"Exporting to the Netherlands"** at the Portuguese Chamber of Commerce and Industry in Lisbon.

What strikes you most when doing business with the Netherlands?

"As I lived in Holland for a long time, it was in a way easier for me to start doing business with them as I knew the culture. Dutch people are punctual (as opposed to us Portuguese) and like the Portuguese very hospitable. They possess will power, are positive and enthusiastic and have a very direct and quick way to do business."

Cruzimpex has been a very loyal member of the Chamber since 1993.

Why did you decide to become a Corporate Member of the Chamber?

"I think the Dutch Portuguese Chamber of Commerce is having a very important role forming the link between Portuguese and Dutch entrepreneurs, especially in the past 2 years the Chamber gave special attention to small and medium companies of both countries, promoting their contact and communication. I hope Cruzimpex has contributed to this shift as well."

Awards and Distinctions

For his work of promoting Dutch meat abroad and his profound knowledge of the meat sector at an international level, Armando Cruz was honored by the Voorlichtingsbureau Vlees as Chevalier in the Supreme Order of the Dutch Cut.

The Chamber would like to give a special thanks to Armando for his efforts to support our work, not only by becoming a Corporate Member, but also as a speaker at events regarding doing business in the Netherlands and as an intermediary when trying to solve issues with relevant Ministries on behalf of other SME member companies of the Chamber. We hope we may count on him for many more years to come.