



DISCUSSION EVENING WITH CHRISTIAN WULFF AT THE FRICKE GROUP: DEMOCRACY THRIVES ON ENGAGEMENT

On 28th February 2024, the Heeslingen-based FRICKE Group invited representatives from business and politics to discuss the demands that preserving the democratic order and ensuring prosperity place both on politics and society as a whole. In attendance were former President of Germany and Minister President of Lower Saxony Christian Wulff, and winegrower and entrepreneur Fritz Keller.

Heeslingen, 4th March 2024 - "Germany needs more decisions, confidence, priorities and personalities," emphasised Christian Wulff. He called on people to get involved in the democratic parties. A democratic society isn't just the responsibility of politicians, but of every individual.

Around 50 company representatives and politicians met to discuss the challenges facing rural areas. "We must maintain the quality of life in rural areas," said Christian Wulff. Politicians are also required to promote appropriate measures to strengthen the infrastructure. Fritz Keller agrees with this. "Many winegrowing businesses no longer have any successors," he said

Hans-Peter Fricke, owner and Managing Director of the FRICKE Group, also emphasised the importance of strengthening rural areas. He can understand why farmers are taking to the streets. "For us as a company, fulfilling our social responsibility is at the top of the agenda," said Hans-Peter Fricke. "The discussion confirmed our position and has given us ideas for the future. We all play a part in shaping our society. As entrepreneurs and citizens, our beliefs and action influence our environment."

NOTES TO THE EDITORS

Images can be found via the following link: <https://cloud.fricke.de/s/GnXqKS59nSBfQmr>, password: Fricke-Kaminabend-2024

Image: Christian Wulff, former President of Germany and Minister President of Lower Saxony, Hans-Peter Fricke, owner and Managing Director of the FRICKE Group, Fritz Keller, winegrower and entrepreneur, at the joint discussion evening in Heeslingen

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ABOUT THE FRICKE GROUP

Founded in 1923, the FRICKE Group (www.fricke.de) is a successful international replacement parts wholesaler and agricultural machinery, commercial vehicle and garden technology supplier with a total of 84 locations in 27 countries. The owner-managed group of companies has its headquarters in the German town of Heeslingen, Lower Saxony, and employs 3470 full-time employees, 277 of whom are trainees and dual students.