



**Award recognising outstanding entrepreneurial achievements in the agriculture sector**

## **HANS-PETER FRICKE HONOURED AS AGRICULTURAL ENTREPRENEUR OF THE YEAR**

**This year's Agricultural Entrepreneur of the Year award presented by the agrarzeitung newspaper goes to Hans-Peter Fricke. The managing director and owner of the FRICKE Group was honoured yesterday evening for his outstanding entrepreneurial achievements and contributions to the agriculture industry. The award ceremony took place as part of the agrarzeitung business forum held in the run-up to the AGRITECHNICA show in Hanover.**

**Heeslingen, 12th November 2023** – Every year, the Agricultural Entrepreneur of the Year award is presented to an individual whose creativity, entrepreneurial skills, vision and commitment have made an important contribution to the agriculture industry. This year, the independent jury (which is made up of well-known representatives from the industry) chose Hans-Peter Fricke as their outstanding entrepreneur in the field of agricultural technology.

The courage, innovative spirit, flair for synergy and entrepreneurial vision with which Hans-Peter Fricke has guided the fortunes of the FRICKE Group for over 30 years were crucial factors in the jury's decision. Together with managing director Holger Wachholtz, he has developed the company into an internationally successful group of companies that continues to grow. With seven divisions and 3500 employees, the FRICKE Group is one of Germany's largest private companies in the agriculture sector. Promoting young talent is particularly important to the group. A total of 277 young people are currently completing an apprenticeship or dual study programme at FRICKE, and benefiting from a modern and varied training programme.

“Being named Agricultural Entrepreneur of the Year is a huge honour for me,” said Hans-Peter Fricke. “When I joined the company in 1988, I never imagined that we would experience such strong development. I am extremely proud of what my family and all our employees have achieved over the last century. Celebrating the 100th anniversary of the FRICKE Group this year was very special for all of us, but we are also looking to the future. I am delighted that my two sons Philipp and Adrian are now helping to shape the future of our family business.”

### NOTES TO THE EDITORS

Images can be found via the following link: <https://cloud.fricke.de/s/MN5djW3jsdkw>

Password: Agrarunternehmer2023!

Image 1: Hans-Peter Fricke receives the Agricultural Entrepreneur of the Year award.

Image 2 (l-r): Christian Schnücke, Publishing Director at dfv Mediengruppe, Stefan Krämer from Agrobrain, Hans-Peter Fricke and Olaf Deininger, Editor-in-Chief of Agricultural Media at dfv Mediengruppe

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### ABOUT THE FRICKE GROUP

Founded in 1923, the FRICKE Group ([www.fricke.de](http://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 3500 full-time employees, 277 of whom are trainees.