

PRESS RELEASE

Bad Berleburg, 04.07.2025

BIKAR METALS wins at the South Westphalia Summit 2025



Bad Berleburg, 4 July 2025 - Great honour for BIKAR METALS: At the South Westphalia Summit 2025, the company was a double finalist among the best three companies in the region in the categories of digitalization and employer marketing and took home the award for excellent employer marketing to Wittgenstein. The South Westphalia Agency presented the award at the ceremony, which was organized by the SIHK zu Hagen. Annalena Moll (CHRO) and Vanessa Roth (CMO) accepted the award on behalf of the company.

“We are delighted to receive this award - above all because it underlines that we are doing a lot of things right with our countless measures for the BIKAR FAMILY,” explains Annalena Moll, Chief Human Resources Officer at BIKAR. “We are not only investing in modern working conditions, but above all in the people who make up BIKAR.”

Vanessa Roth, Chief Marketing Officer at BIKAR, is also proud: "For us, employer communication is more than just a career post - it is a promise to our employees of today and tomorrow. The fact that our holistic approach has now been recognized confirms that we are on the right path."

The jury was particularly impressed by the unusual approach of starting the development of the employer brand directly in production. BIKAR laid the foundation for numerous measures, projects and structural changes back in 2020 with the "Heart of Production" project. The Wittgenstein-based family business focuses on authenticity and genuine emotions. The result: a strong employer image that attracts talent, retains employees and has now also impressed the expert jury.

The South Westphalia Summit is one of the most important networking events in the region. The award honors companies that implement particularly innovative and effective measures to position themselves as attractive employers.

However, BIKAR was not only convincing in the area of employer marketing: the company was also one of the top 3 applicants in the field of digitalization with its fully automated new cutting center "BIKAR ZONE" and stood out from the strong competition with the advanced digitalization of production on the way to the metal trade of the future. Over 70 applications were submitted across all categories. "For us, digitalization and automation on the one hand and employer attractiveness on the other are two sides of the same coin," emphasizes Vanessa Roth. "Both contribute to creating a sustainable working environment."

The South Westphalia Summit 2025 offered numerous companies a stage to present their projects and strategies. For BIKAR, the evening was not only a reason to celebrate, but also an incentive: "We see the award as an obligation to continue building the working world of tomorrow with passion, creativity and team spirit," says Annalena Moll.

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Press contact:

Vanessa Roth | CMO

Phone +49 (0)2751 9551 753 | vanessa.roth@bikar.com



Caption:

Proud winners: BIKAR METALS from Raumland is honored for outstanding employer marketing.

Image 1 from left to right: Annalena Moll (CHRO BIKAR METALS), Vanessa Roth (CMO BIKAR METALS) and Maria Arens (Project Manager Employer Marketing Südwestfalenagentur)

Image 2 from left to right: Josefine Becker (Social Media Manager BIKAR METALS), Vanessa Roth (CMO BIKAR METALS) and Annalena Moll (CHRO BIKAR METALS).