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BioMar appoints new VP for Asia to lead animal nutrition and aquaculture wing

26 February 2024 | News

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Cedric van den Bossche is joining BioMar as the new Vice Presidents to build up businesses in the Asian markets. As VP for Asia, he will be working out of China, developing the product portfolio and the market strategies for the Asian markets together with the local teams. Furthermore, he will take lead looking into new opportunities for developing BioMar across Asia.

â??BioMar has built a solid position in the Chinese market, created a strong global market position within the shrimp feed segment, and started the penetration of the Vietnamese market. There is huge potential for further growth in Asia and I am sure Cedric is bringing both the right entrepreneurial spirit and the solid management experience we need to accelerate the further growth in the regionâ?•, explains Carlos Diaz CEO BioMar Group and continues.

Currently FranÃ§ois-Marie LOUBEREÂ is serving as the Vice President for the Asia division at BioMar. After a transition period, Cedric van den Bossche will take over from Francois Loubere, who will be retiring after more than 30 years in BioMar.

BioMar is a leading high performance diets producer for more than 45 different fish and shrimp species in more than 80 countries. The Danish fish farmers, BioMarâ??s heritage is committed to developing the aquaculture industry in a responsible and sustainable way. The EMEA Division covers Europe, Middle East & Africa region, and involves all operations in business units in Denmark, France, Spain, Greece and Turkey.