PRESS RELEASE

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Fedima appoints Wouter Lox as new Secretary General

Brussels, 7 October:

The Federation of European Manufacturers and Suppliers of Ingredients to the Bakery, Confectionery and Patisseries Industries (FEDIMA) has appointed Wouter Lox as its new Secretary General. He assumed the role in September

"I look forward to working with FEDIMA's members to promote innovation, sustainability, and food safety. The bakery, confectionery, and patisserie industries are at the heart of Europe's food culture, and together we will ensure their continued growth and recognition at EU level."



Figure: Wouter Lox

FEDIMA leadership welcomes appointment

Thomas Lesaffre, President of FEDIMA, said: "We are thrilled to welcome Wouter Lox as Secretary General. His deep knowledge of European food policy and his proven leadership across sectors will strengthen FEDIMA's voice in Brussels and help us defend the interests of nearly 27,000 employees in the bakery ingredients industry across Europe."

Background

Mr. Lox is an accomplished association leader with more than 30 years of experience. He served as Secretary General of AIJN, where he initiated the fruit juice industry's sustainability roadmap project, and as Managing Director of EuSalt. His career also includes senior policy and public affairs roles at Yakult Europe and NuSkin Enterprise.
Wouter Lox has played key roles in supporting and governing Food Manufacture Technology Europe (FMTE) and has acted as interim head of FEDIAF, the European Pet Food Industry Federation. He has authored courses on functional foods, packaging legislation, and HACCP, and lectured at Copenhagen University on public affairs. He began his career in Gabon in education and agricultural development. He holds a master's degree in Bioengineering from Ghent University and a postgraduate specialization in Packaging Management from the Vrije Universiteit Brussel (VUB). Alongside his new role, Wouter continues to serve as Secretary General of CEIR (Taps and Valves Europe), as well as holds different Senior Advisory roles supporting organisations.

About FEDIMA

Fedima is the Federation of European Manufacturers and Suppliers of Ingredients to the Bakery, Confectionery and Patisserie Industries, and is composed of national associations across 13 countries. Fedima represents an estimated of 26,133 direct employees across Europe and represents approximately 6.7 billion EUR in annual turnover. For more information, please visit Fedima's website: www.fedima.org. Federation of European Manufacturers and Suppliers of Ingredients to the Bakery, Confectionery and Patisseries Industries

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