



Brussels, 2 June 2008

## **NEW ACE DIRECTOR GENERAL APPOINTED**

ACE is delighted to welcome Christian Verschueren as Director General of the Alliance for Beverage Cartons and the Environment. The appointment is effective as of today.

Mr Verschueren, a Belgian national, comes to ACE with extensive experience in leading business associations involved in environment, agriculture & food policies. Previous roles have enabled him to build contacts with regulators, NGOs, media and other stakeholders at both a European and international level.

For the past 7 years, Mr Verschueren was Director General of CropLife International, the Global Federation of the Plant Science Industry. Prior to this, he was Secretary General of IFAH, the world Federation of the Veterinary Pharmaceutical Industry, and before that Director, Technical and International Affairs at IFAH Europe.

Erika Mink, President of ACE, says: "We are delighted to welcome Christian as our new Director General. His experience and expertise will be a great asset to our European association".

Christian Verschueren says: "I am very pleased to be joining ACE and I look forward to contributing to the EU environmental debate on behalf of an industry producing packaging from naturally renewable and sustainable resources."

### **For further information please contact:**

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### **Note:**

*ACE represents leading beverage carton packaging producers and their main European paperboard suppliers in EU environmental policy developments.*

*For more information about ACE, our members and our initiatives please visit our website at [www.beveragecarton.eu](http://www.beveragecarton.eu).*