



European Marketing Distribution

June 2019

## **New appointments into the EMD board of directors**

- **Jaap van Vreden, Sourcing and Procurement Director at Russian Retailer Lenta appointed new Board member**
- **Axfood Manager Johan Neuman elected new Vice-Chairman**
- **Maniele Tasca, President of ESD Italia continues as Chairman**

European Marketing Distribution AG (EMD) announces several changes to positions within its Board of Directors: during the shareholders' general meeting in Stockholm, the Swedish Axfood Manager Johan Neuman was elected vice-chairman. Neuman took the office over from Franz-Friedrich Müller from Markant AG, who retired after many years of actively supporting and guiding EMD as vice-president. Müller will remain member of the EMD management board.

The management body also welcomed a new member: Jaap van Vreden (Dutch national, age 57). Van Vreden has extensive experience in buying, marketing, category management and merchandising and serves as Sourcing and Procurement Director at Lenta, the Nr 1 hypermarket chain in Russia.

Maniele Tasca will continue to be President of the EMD Board of Directors. Tasca: "We extend to Jaap van Vreden a very warm welcome and we look forward to a fruitful cooperation. Jaap has played a leading role in building up the internationally acknowledged purchasing divisions of Lenta and will strengthen our Board of Directors with immediate effect."



Jaap van Vreden is a new member in the board of directors of European Marketing Distribution AG. Photo: Lenta.

The EMD Board of Directors comprises now the following members and functions:

- President: Maniele Tasca, (ESD Italia)
- Vice-president: Johan Neuman (Axfood)
- Franz Friedrich Müller (Markant AG)
- Jaime Rodríguez (Euromadi Iberica)
- Dick Roozen (Superunie)
- Jaap van Vreden (Lenta).

### **About EMD**

European Marketing Distribution AG, with headquarters in Pfäffikon, Switzerland, has been acknowledged since 1989 as an efficient and high-performing partner for Fast Moving Consumer Goods (FMCG) by the consumer goods industries. The leading associated group operates now together with its member companies in 20 countries in Europe, Oceania and Asia.

The member companies of European Marketing Distribution (EMD) are active in the following markets:

Netherlands: Superunie	Sweden: Axfood
Germany: Markant	Denmark: Dagrofa
Switzerland: Markant	Czech Republic: Markant
Spain: Euromadi	Slovakia: Markant
Portugal: EuromadiPort	Poland: Kaufland
Austria: Markant	Croatia: Kaufland
Italy: ESD Italia	Romania: Kaufland
Norway: Unil/Norgesgruppen	Bulgaria: Kaufland
Australia: Woolworths	Russia: Lenta
South Korea: Homeplus	New Zealand: Countdown (Woolworths)

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