



## **CELCAA APPOINTS NEW SECRETARY GENERAL**

### **PRESS RELEASE**

01/10/2013

Brussels, Belgium

CELCAA, the representative body for European Traders in agriculture commodities, has appointed Pascale Rouhier as new Secretary General of the organisation, starting on 01/10/2013. Pascale Rouhier has more than 10 years of experience of European associations' management and is specialised in agriculture and trade policies. For the last four years throughout the years of the CAP reform, Pascale has been running the European Council of Young Farmers, CEJA, as Secretary General and helped raising the issue of the need for renewal of generation in the agriculture sector. Previous to that, Pascale ran a European association representing traders in sectoral agri- and food commodities, before working for a multinational food company. Pascale specialises in European affairs and Institutional lobbying and has an academic background in political sciences and in international trade law and economics.

Paul Rooke, President CELCAA, stated: "The appointment of Pascale will help to not only raise the profile of the CELCAA, but will also bring, together with the Board, the knowledge, expertise, enthusiasm and dynamism that is needed to inform European decision-makers and stakeholders about the essential role traders in agri-commodities play, in terms of economic growth in the European agriculture sector and in the European economy as a whole".

*CELCAA is today made of COCERAL (the Committee of cereals, oilseeds, animal feed, oils and fats, olive oil and agro-supply trade of the EU), UECEBV (European livestock and Meat trading union), EUCOLAIT (European Association of Dairy Trade), CEEV (the European Committee of Wine enterprises), CIBC (the International Butchers' confederation), EUWEP (European Union of Wholesale with eggs, egg products, poultry and game), GAFTA (the Grain and Feed Trade Association). CELCAA's main objectives are to facilitate understanding of European decision-makers and stakeholders on the role played by the European traders in agri-commodities; to act as a platform of dialogue and communication with the European Institutions and to encourage public and general interests in agri-trade issues.*

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### **For further information:**

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