

Henrik Samuelson appointed FoodDrinkEurope President

Brussels, 8 November 2024

FoodDrinkEurope is pleased to announce the appointment of Henrik Samuelson, SVP Customer Brands at Paulig, as its new President.

Mr. Samuelson was appointed by FoodDrinkEurope's Board of Directors, which convened today, 8 November. He takes over from Marco Settembri, former Nestlé CEO Zone Europe, who held the position of President at FoodDrinkEurope since 2020.

Mr. Samuelson said he was honoured to be taking over the presidency and laid out his hopes for the organisation of the European food and drink industry for the coming years:

"The European food and drink industry plays a crucial role in shaping the European Union's new mandate to drive competitiveness, sustainability, and security. Together, we can work towards a resilient future that supports both our sector and the communities we serve. I look forward to working together and strengthening our partnerships with policymakers, farmers, traders, retailers, consumers and others to drive real lasting positive change in our food systems. The first deliverable in which to achieve this will be the anticipated Vision on Agriculture and Food, which should serve as a crucial foundation for enhancing the competitiveness and resilience of our strategic sector."

FoodDrinkEurope's Director General, Dirk Jacobs, congratulated Mr. Samuelson and reflected on the past four years under Mr. Settembri's guidance: *"I would like to extend my heartfelt thanks to Marco Settembri for his invaluable contributions during his time as President. His leadership has been instrumental in guiding the industry through difficult times over the past years, including the Covid-19 pandemic, the ongoing war in Ukraine and the energy crisis. As we welcome Henrik as our new President, I am truly excited about the opportunity to work together to shape a positive environment for our 291,000 food and drink businesses."*

Note to the editors

FoodDrinkEurope is the organisation of Europe's food and drink industry, Europe's largest manufacturing industry, a leading employer and a key contributor to the economy (291,000 companies, 99% SMEs, 4.6 million employees).

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