

## FoodDrinkEurope Appoints New Public Affairs Director

**(Brussels, 8 January 2020)** FoodDrinkEurope is very pleased to announce the appointment of Will Surman as its new Director of Public Affairs and Communications. He will support Europe's food and drink industry in its mission to deliver sustainable food systems.

Mella Frewen, FoodDrinkEurope Director General, said: "We're delighted to have Will on board. He has a strong background working in global food and agriculture sectors which will help us lead a positive dialogue on the role of the food and drink industry to deliver on the EU's Green Deal and the wider contribution of the sector to Europe's social and economic wellbeing."

Mr Surman, a former journalist, has extensive experience in Brussels, having worked in the European Parliament and for the British Agriculture Bureau. In his most recent role, at CropLife International, he was focused on how the agricultural inputs industry could support the Sustainable Development Goals.

Mr Surman said: "The EU has an ambitious agenda to tackle some of the most important environmental issues of our time including climate change, biodiversity loss, plastic and food waste. As the largest manufacturing sector in Europe, the food and drink industry will play a key role in meeting Europe's targets and I'm excited to join the excellent FoodDrinkEurope team, and to work together with partners in Europe, to help deliver a more sustainable food and drink sector."

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**Note to the editors:**

*FoodDrinkEurope is the organisation of Europe's food and drink industry, the largest manufacturing sector and a leading employer in the EU and a key contributor to its economy (294,000 companies, 99% SMEs, 4.7 million employees).*