

Ronald van Veen prolongs EFSA presidency

Amsterdam, June 2015 - EFSA, the European Floral and Lifestyle Product Suppliers Association announces that Ronald van Veen will remain Chairman of EFSA. The decision had been announced during the EFSA General Meeting in Berlin, subsequent to a two-day Shop Safari that EFSA had organized for its members' end of May.

Ronald van Veen had considered stepping down as EFSA chairman at the end of 2014. After a period of seven years presidency he pleaded for a change. Under the leadership of van Veen EFSA had renewed itself successfully, to the inside and outside. During the past two years, Shop Safaris in European cities had been introduced and the upgraded Trend Magazine and new website gather high attention within the sector around the globe. During the improvement period, EFSA had raised the member fee temporarily. Since January 2015 it has been set back to the previous structure.

All these initiatives were well worth the effort. EFSA welcomed four new members since - Beeztees, De Haan Group, Verhagen Group and Dutch Decor, all young and engaged companies that add high value to the network.

"After seven years of presidency I felt that there is time to bring renewal also to the Board. But I got a lot of energy from our new, enthusiastic members. All of them driven entrepreneurs who share the same values that EFSA is striving for. This along with the adjusted fee structure and the positive collaboration with the Board Members have convinced me to continue my engagement for this unique association," says Ronald van Veen.

The EFSA Board, the members and the management are pleased with this decision.

About EFSA

EFSA, the European Floral and Lifestyle Suppliers Association, provides a forum and voice to advance the global competitiveness of the floral, gardening and lifestyle industry. EFSA's mission is to share future trends and be a source of inspiration for the members, the retail and the consumers. Through joint initiatives and a network of engaged CEO's, senior executives and working committees, EFSA helps to shape market trends and share knowledge among key players within the industry.

Founded in 1995, EFSA unites members from various European countries including Belgium, France, UK, Germany and the Netherlands.

Press information:

Please contact Ulrike Ziegler, Spokes Person / Manager of EFSA. Photo material available on request.

Ulrike Ziegler

EFSA Management

P.O. Box 63052

1005 LB Amsterdam

The Netherlands

Tel.: +31 (0)6 123 752 70

E-mail: info@efsa.com

www.efsa.com