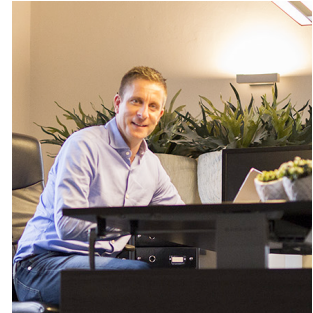


## **Toine Van De Ven elected new EFSA Chairman**

**Amsterdam, October 2016** - EFSA, the European Floral and Lifestyle Product Suppliers Association announces that Toine van de Ven was elected as new Chairman of EFSA. The 21 members have unanimously voted for his nomination during the General Meeting in October. Van de Ven who is the Director of Capi Europe has already been a member of the EFSA Board for more than eight years. From now on he will be leading the branch organisation for the floral and lifestyle sector.

"EFSA is an important platform and network for our sector. It gives members the opportunity to share critical information and be on top of what is happening in the market", says Van de Ven. As the new chairman he will keep focussing on the four main pillars that EFSA is known for: Joint presence at important trade shows, seasonal trend presentations to the members, the EFSA trend magazine and shop safaris to international cities. A further goal is to intensify the contact between the members during the two annual meetings, trade shows and group trips.



Van de Ven takes over the position of Ronald van Veen, Director of Edelman BV, who had resigned from his EFSA chairman position this year. The new EFSA Board is composed of currently three more members i.e. Ineke Ter Steege from Ter Steege, Arend Mosterd from Esschert Design and Jackie Eades from Briers Ltd.

The UK company Briers Ltd is new in the EFSA Board. Director Jackie Eades had been nominated as Board member during the General Meeting and also her nomination had been unanimously accepted. "With Jackie in the Board we make another step towards an international orientation," comments Van de Ven. Briers Ltd is a specialist for Garden fashion like gloves, boots, small tools and gifts. Their strong brand makes them a leader in their segment. They are represented in nearly all garden centres in the UK and have made a successful entry in the European market.

### *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:**

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