



## **Delacon strengthens North Europe with new Regional Sales Manager**

**Steyregg, Austria, July 2018 – After seven years at Delacon, Annelies Diericx took over the new position as Regional Sales Manager North Europe. With her appointment, Delacon strengthens the sales forces in North Europe.**

Delacon, the world's leading company in phytogenic feed additives, is strengthening its position in North Europe. Thus, Annelies Diericx took over the position as Regional Sales Manager North Europe. Diericx has been already working for seven years at Delacon and is an expert for phytogenic feed additives.

After her graduation in Bioscience-Engineering with specialization in agriculture at Ghent University in Belgium, Annelies Diericx worked as R&D engineer and product manager at INVE Group and also in sales for Vitamex, which gave her fundamental knowledge in animal nutrition and feed additives.

“It is nice to be part of the growth. Delacon has a lot of potential for further expansion, therefore it is great to contribute to this growth and be part of it! For me, phytogenic feed additives are very interesting and I am convinced that phytogenics are the most innovative type of feed additive, because I believe in the mode of action of plant substances and their effects. As there are thousands of active substances there is still a lot to discover, which makes it exciting!”, tells Annelies Diericx.

“In the last seven years, Annelies became a valued member of our global Delacon family. Her broad expertise in agriculture and sales were the basis to become an expert for phytogenic feed additives, who can identify and meet our customers needs in a fast-growing market”, says Alban Llorca, Sales Group Leader Europe, Middle-East, Africa, Latin America.

### **Delacon – performing nature**

Delacon coined the term ‘phytogenic feed additives,’ and has been a pioneer and global market leader in this category for three decades. The steadily growing team researches, develops, and manufactures plant-derived products composed of herbs, spices, other plants and their extracts for poultry, pigs, ruminants, and aquaculture. The demand for phytogenic feed additives continues to grow and hence, Delacon was awarded as sales growth champion 2018 for its double-digit growth rates. It leads the ranking in its business sector in Austria and is one of 150 companies that gained growth rates above average.

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