



Delacon is growing Asian team and hub for better serving market needs

Singapore, March 18 – Two decades ago, Delacon entered the Asian Pacific market with phytogenic feed additives. Since then, Delacon has achieved sustainable growth, not only in sales, but also in team size. Together with long-term business partners across Asia, Delacon challenges the industry to grow the use of phytogenic in Asia – for complying with rigorous food safety regulations, the ban of antibiotic growth promoters and for resonating with consumer values.

The Asian market has grown fast in the past years. Therefore, Delacon has fostered the team with two new colleagues to a size of seven. Yoshinori Hashizawa is Country Sales Manager Japan and Edna Alconera is Country Sales Manager Philippines. Moreover, the Sales Group Leader Asia, Gina Medina, is proud to announce a new Delacon hub for Asia in Singapore which will be officially opened on March 18, 2019: “It will serve as Delacon Regional Office, as the new home of Delacon in Asia to strengthen the footprint of Delacon in Asia.” Together with strong business partners across Asia, the Delacon team successfully guides through antibiotic bans to modern feeding strategies.

Delacon’s team in Asia stresses the importance of well-established phytogenics

Many plants from thyme to curcuma, from quillaja to peppers, are synergistically formulated in sophisticated solutions with strong scientific background. After extensive in-vitro research, the efficacy of products is tested in vivo trials across the globe. Recently launched products address concerns, such as heat stress, or post-weaning diarrhea.

Food safety among the top issues

Producing high-quality protein for a growing world is among the top issues globally. Especially in Asia, it is a frequently discussed topic these days. The Global Feed & Food Congress which is hosted from March 11-13 in Bangkok, addresses the topic by asking “The future of feed and food – are we ready?” Delacon CEO Markus Dedl cites recent consumer survey results, saying that consumers are conflicted about food information. “We need to collaborate in positively communicating what we do well in the feed industry for rebuilding consumer trust.”