



Release date: 16 February 2016

AB VISTA PLANS FOR CONTINUED GROWTH IN FORMER SOVIET UNION

AB Vista has appointed a new Technical Sales Manager to its Former Soviet Union region, as it continues to expand its product and service offering in the emerging market.

The animal nutrition technology company welcomes György Stefan to its team following sales growth in its enzyme portfolio, which includes the Econase XT xylanase and Quantum Blue phytase.

AB Vista Sales Director for the CEE (Central and Eastern Europe) region and Former Soviet Union, Adrian Kaszuba, says György Stefan brings more than a decade of poultry expertise and sales experience to the position.

“György will work closely with FeedAgro, our distribution partner, and customers to ensure they’re making the most of our products and maximising their animal nutrition strategies.

“He will also play a key role in managing the technical services available to customers across monogastric feedstuffs.”

Those technical services, which help to identify inefficiencies and highlight opportunities across the feed production process, include: the Feed Quality Service (enabling more informed purchase of raw materials); Engineering Service (assessing equipment design and operation to improve enzyme application); and Laboratory Service (using ELISA and wet chemistry to determine enzyme activity and therefore product quality and consistency).



“We believe that through offering these technical services, combined with our pioneering products, we can offer real value to feed companies, veterinarians, nutritionists and producers across the Former Soviet Union,” Mr Kaszuba says. “And our team, including Mr Stefan, are critical to that customer offering.”

Mr Stefan has a considerable experience from multiple markets in the region, including poultry roles in both Hungary and Ukraine. Most recently, he has worked as Director of Poultry Production at the Tula premix plant in Russia for Agrofeed (the largest feed and premix producer in Hungary).

The appointment comes as AB Vista celebrated another milestone in the region – recently holding its inaugural product showcase at the leading animal production trade show in Russia, “MVC: Cereals -Mixed Feed - Veterinary - 2016”.

To find out more about AB Vista products in the region, please contact Vitaly Ray at FeedAgro on +7 (4012) 566-572 or email ray@fidagro.ru.

For more information, contact AB Vista on +34 918591787 or emea@abvista.com.

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Notes to editor:

AB Vista is an animal nutrition technology company offering pioneering products and technical services to the global animal feed industry. Since its establishment in 2004, AB Vista has grown to be a top-three player in feed enzymes and is also one of the largest suppliers of natural betaine to the



global animal nutrition industry. The company invests heavily in research and development and has a growing portfolio of products and services spanning the poultry, swine, ruminant and aquaculture sectors. AB Vista is headquartered in the UK, with regional offices located in the USA, Brazil, Singapore, Spain, India, China, Germany and Finland.

AB Vista is part of AB Agri, the agricultural division of Associated British Foods, one of Europe's largest food & retail companies with a market capitalisation of £26 billion.

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ABV/165/16