



Release date: 25 April 2017

Fernando Garcilopez joins the AB Vista sales team in Europe

AB Vista has appointed Fernando Garcilopez as Business Manager for Spain, Portugal and Italy. Mr Garcilopez joins AB Vista with more than 15 years' experience in the feed additives commercial and technical area, having worked with some of the key players in the animal nutrition industry.

His product portfolio will include Quantum Blue phytase and Econase XT xylanase for the monogastric industry, as well as a growing ruminant product portfolio.

Mr Juan Ignacio Fernández, AB Vista's Sales Director for West and South Europe, says a key part of Mr Garcilopez's role will be providing technical support and advice to distributors and customers in his area.

"Advances in enzymes, and technologies such as Near Infrared Reflectance (NIR) spectroscopy, enable customers to optimise their feed quality and improve profitability. Mr Garcilopez is a key part of our team conveying that message and working with customers in helping them to better understand the ingredient quality and the application of AB Vista products and services."

Mr Garcilopez graduated from the Universidad Politécnica of Madrid, where he specialised in animal nutrition and production. He is also a qualified Agricultural Engineer.

Mr Ari Kiviniemi, AB Vista's Global Sales Director, says the new appointment will benefit European customers who are looking to improve margins and animal performance while facing significant challenges.

"The appointment of experts who understand our customers' needs is particularly valuable in constantly changing environments and mature markets like Spain, Italy and Portugal," he said.

Upcoming events Mr Garcilopez will attend include the European Symposium on Poultry Nutrition ([ESPN](#)), taking place in Spain from the 8th to the 11th of May, as well as the International Phytate Summit ([IPS3](#)) series of regional follow-up events. These follow IPS3 itself, held by AB Vista in the US late last year, which saw leading experts collaborate on the current understanding of phytate and identify practical strategies to unlock all of phytate's intrinsic nutritional value for greater profitability.

For more information, please visit www.abvista.com or contact AB Vista on +34(0)918 591 787 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 £22 billion.

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ABEMEA/024/17