

21 April 2011

## **Appointment of new Chief Executive Officer**

On behalf of the AFFCO Board it is my pleasure to announce the appointment of Ms Poh Len Pek to the position of Chief Executive Officer of AFFCO.

Poh Len has a most impressive background in strategic marketing, business development and international marketing, with prior experience with global agribusinesses including Bunge, Bonlac and George Weston Foods. She will commence on 2 May 2011.

Taking advantage of AFFCO's first 15 years Poh Len will concentrate on engaging with all of our stakeholders and in the first months she will arrange to meet with as many of you as possible to draw her own conclusions on how best to serve you and work with you.

Her clear mandate is to ensure that all of our members, corporate supporters and suppliers recognize the value they get in engaging with AFFCO. This will be evident by her ability to build team calibre and pride and engender team work and cooperation across all businesses.

Poh Len has proven capability to enhance strategic relationships with key internal and external stakeholders and her strong market insights and business experience will enable her to deliver these much needed value propositions.

It is an interesting time for our industry. Nothing is certain and there are many competing opportunities and threats. The Board of AFFCO feels that the appointment of Poh Len will give us renewed momentum and the best chance to take the business into the future.

I am sure you will all join me in welcoming Poh Len to AFFCO and to our industry.

Kind regards



Max Scales  
Chairman