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Global science company Royal DSM has announced two new appointments, effective September 1, 2017, which come as DSM continues to drive growth in Asia Pacific. With its nutrition business cluster now spanning multiple industries, DSM is creating new opportunities through high-performing science-based products and solutions that cut across nutrition and health.



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Pieter Nuboer will be appointed Asia Pacific Vice President of Animal Nutrition & Health and André Rhoen will be appointed Asia Pacific Vice President of Human Nutrition & Health. Pieter retains his additional position as Asia Pacific President of DSM Nutritional Products.

Pieter Nuober (pictured left) joined DSM in 2009 to lead human nutrition and health activities in Asia Pacific. In his new position focusing on the animal nutrition and health business, he will report to David Blakemore, Global President of Animal Nutrition & Health.

Blakemore commented, “The high-growth economies in the Asia Pacific region are a key part of our global corporate strategy. Pieter brings a deep understanding of our customers’ businesses in this region has been a key player in our growth strategy here over the last decade, commercializing new products in Asia for Asia.”

Nuober succeeds Karim Kurmaly, who joins a joint venture, to be established together with Evonik, to be named Veramaris. It will produce, for the first time, omega 3 fatty acids for animal nutrition from natural marine algae instead of using fish oil from wild caught fish, a finite resource ? protecting the ecological balance and biodiversity of the oceans and further advancing DSM’s sustainability innovations.

André Rhoen (pictured below) will lead the human nutrition and health business in Asia Pacific. André joined DSM in 2001 and has held various positions in the Global Strategy & Acquisitions department and the Intermediates and Nutrition businesses.

Rhoen will report to Jeremy Xu, Global President of Human Nutrition & Health, who commented,“People, economies and markets in Asia Pacific are being affected by fundamental societal trends predominantly driven by demographic changes as populations grow. We’re seeing increasing pressure on resources and the food chain, along with new patterns of consumption impacting the environment, prompting heightened attention to health and well-being.”

Nuober and Rhoen will be based in DSM’s Asia Pacific headquarters in Singapore, home to DSM’s state-of-the-art regional Nutrition Innovation Center which opened in 2015 to support the development of localized and appealing food, beverage, and dietary supplement products for customers in the region.