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Bharadhwaj â??Bharatâ?? Ramamoorthy Takes Charge at BGG Europe and International Division Amid Global Growth Plans

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BGG Group has named Bharadhwaj â??Bharatâ?? Ramamoorthy as the new CEO of BGG Europe and Head of the International Division. He succeeds JÃ¼rgen Nelis, who steps into the role of Chairman of the BGG Europe board.

Founded in China in 1995, BGG is a global leader in astaxanthin and supplies a wide range of natural ingredients for supplements, pharmaceuticals, cosmetics, personal care, and food and drink.

Bharat has been associated with BGG since 2023 and became a company director in 2025 to drive strategy. He now takes charge of BGGâ??s operations outside China and Japan as it steps up its growth plans worldwide.

Bharat said: â??Iâ??m delighted to have the opportunity to steer BGG into an exciting new era. I am deeply aligned with BGGâ??s values and ambitions, and I now look forward to accelerating our expansion across the globe.â?

Bharat has extensive leadership, strategic, finance, and merger and acquisition experience from his time with flavour and fragrance multinational Givaudan, as well as serving as a director with the Keva group in Europe.

He takes over from JÃ¼rgen Nelis, who led the launch of BGGâ??s European headquarters in Switzerland in 2024 and has overseen the expansion of the companyâ??s teams and operations in Europe and the United States to support its growing international customer base.

As BGG Europe Chairman, JÃ¼rgen will work with Bharat to support the transition of executive responsibilities before focusing on new projects to facilitate additional expansion plans.

Chunhua Li, the founder and principal shareholder of BGG, said: â??We would like to sincerely thank JÃ¼rgen for his outstanding contributions to the performance, growth, and development of the BGG Group. Through his leadership, commitment, and strategic guidance, he has played an important role in strengthening the organisation and supporting its

continued success. We also congratulate Bharat on assuming these responsibilities and wish him every success in his expanded leadership role.â?•

BGGâ??s capabilities and expertise extend to microalgae, enzymatic and botanical extractions to promote healthy, long life in humans. Its portfolio includes AstaZine astaxanthin, TheraPrimE tocotrienols, ThinOgen fucoxanthin, ApplePhenon apple extract, and Vitosa stevia, as well as liquorice extracts for cosmetics, personal care, and food.