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ASIA

Haiko Zuidhoff joins IMCD N.V as VP, APAC

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**IMCD N.V. announces that Haiko Zuidhoff has been appointed Vice President, APAC, which includes 10 operating markets for IMCD - Indonesia, Malaysia, Vietnam, Thailand, China, Japan, Philippines, Singapore, Australia and New Zealand. Effective 1st December 2018, this important development affirms IMCD’s commitment to growing the business in the Asia-Pacific region. **

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In his new role, Haiko will drive the development and execution of IMCD's strategy and expand the company's range of applications and expertise in personal care, food & nutrition, coatings & construction, plastics and pharma. Haiko will report to IMCD's CEO, Piet van der Slikke and relocate to IMCD's regional head office location in Singapore.

Piet van der Slikke commented: "We are very pleased to have Haiko on board our continually expanding APAC team. We are confident that his extensive expertise and experience in the Asia-Pacific region and in relevant industries will help us to further develop and expand the business. APAC is a diverse market for IMCD, with well-established business and countries as well as offering opportunities for growth."

Haiko is a Dutch national and studied at Wageningen University, in the Netherlands and has a MSc degree in Food Chemistry. He has worked and lived in Asia for more than 20 years in various senior management roles. Since 2016, Haiko has been living in Bangkok where he worked as the Managing Director of Trouw Nutrition Asia, a Nutreco company. Prior to this, Haiko was stationed in Jakarta, Indonesia and Singapore running several businesses in chemicals, pharma and food & nutrition.