



New President for the European Federation of Bottled Waters

Hubert Genieys, Senior Vice President at Nestlé Waters Elected to Preside EFBW



Brussels - 25 June, 2010 – The European Federation of Bottled Waters (EFBW) is pleased to announce today the appointment of Hubert Genieys, Senior Vice-President of Corporate Communications and Corporate Affairs at Nestlé Waters, as its new President.

Hubert Genieys will provide experienced leadership to EFBW as the Federation moves forward with its commitment to promoting the high quality and safety standards of the industry, protecting the specificities of natural mineral and spring waters at the European and international level, as well as demonstrating the industry's strong commitment to protecting the environment.

“We are extremely pleased to have Hubert Genieys aboard our Federation”, said Patricia Fosselard, Secretary General of EFBW. “Not only does he have depth of knowledge and sound insight of the bottled waters sector, his vision will be instrumental in helping to strengthen our position across Europe.”

With a track record of more than 20 years of experience, Mr. Genieys joined Perrier in 1992 and since 2006 he has served as Vice President of External Communications for Nestlé Waters, one of the world's leading producers of bottled waters.

The bottled water industry is one of the key segments of the global beverages market. Europe alone accounts for half of the global market share of bottled waters, representing a yearly turnover of some 50 billion Euros in 2009.

Mr. Genieys will serve a two-year mandate as President. His appointment was decided at EFBW's Annual General Meeting, 21-23 June, 2010. Other Members of EFBW's Executive Committee include Vice Presidents, Mr. Ettore Fortuna of Mineracqua, Dr. Peter Traumann of Verband Deutscher Mineralbrunnen and Mr. Marc du Bois of Spadel.

25 June/2010

About EFBW

The European Federation of Bottled Waters (EFBW) is the voice of the bottled waters industry in Europe. A not-for-profit trade association based in Brussels, EFBW represents the interest of all types of packaged waters and its members are national associations which together represent over 500 bottlers across Europe. EFBW works closely with European and international institutions which regulate on bottled waters and is an active member of the European Food and Drinks Association (CIAA) as well as the International Council of Bottled Waters Association (ICBWA).

Contact Us:

EFBW Secretariat
32 rue de l'Association
B-1000 Brussels
Tel: +32 2 210 20 32
Email: info@efbw.org