
Brussels, 10 November 2017

Organizational Notice

Appointment of a new CEO for CropLife Africa Middle East A.I.S.B.L.

Dear colleagues

At the Board meeting 2-2017 held in Cairo on October 26 the Board accepted the resignation of Dr. Rudolf Guyer as Director General and CEO and appointed Dr. Samira Amellal as its new Director General and CEO as of 1st January 2018. Samira will perform her duties as Director General and CEO under the name of her company Agri-Partnership Sarl.

I would like to thank Rudolf for his many years of engagement with CropLife Africa Middle East, having been the driving force in establishing the association back in 2002 and leading the association first as president and since 2011 as its Director General and CEO. Under the leadership of Rudolf, CropLife has built a very strong brand representing our industry with a united voice across the entire region and in more than 20 countries in Africa Middle East. A particularly rewarding experience for Rudolf has been the development of CropLife Africa Middle East in recent years in becoming a respected and attractive service provider and partner to third parties in project development in the areas of stewardship and the responsible pesticide use. We are therefore happy that Rudolf will continue to support our association to keep the momentum with ongoing and future projects that our association implements with numerous development organizations and partners.

On behalf of the Board of CropLife Africa Middle East I wish to congratulate Samira on her appointment. Samira comes as a true professional with a solid industry background capable of representing our industry's positions in the three main languages in our region, namely, French, English and in Arabic. Speaking as a woman and mother the "African Voice" of our industry will enjoy both credibility and weight. I wish Samira satisfaction and success in her new role and challenge.

For CropLife Africa Middle East A.I.S.B.L.

Eric Bureau
President

