



BGG Europe Announces New Commercial Director

Lugano, December 21th, 2016 – [BGG](#) is pleased to announce the appointment of Valeria Ciarrocchi as Commercial Director of BGG Europe effective the first of January 2017.

Ms. Ciarrocchi comes to BGG after working in several positions of increasing responsibility with Indena and the Aenova Group for the European market. Previous experience includes a variety of roles including Sales, Business Development and Licensing in the pharmaceutical and healthcare market. “We are extremely pleased that Ms. Ciarrocchi has agreed to join our quickly expanding pool of international talent at the BGG Group,” said Christian Artaria, CEO of BGG Europe. “Her skills are excellent and diverse. Ms. Ciarrocchi has a Master’s Degree in chemistry and pharmaceutical sciences as well as a fantastic ability to relate to customers and offer innovative ideas and solutions. She has the perfect combination of technical, commercial and customer-oriented skills to help both BGG and our customer base attain new levels of success.”

BGG added their fourth worldwide commercial facility in January 2016 in Lugano, Switzerland under direction of Mr. Artaria. Existing facilities now include Tokyo, Beijing, and Irvine, California along with the operation in Switzerland.

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About BGG Group:

Founded in 1995, [BGG](#) specializes in the development and manufacture of fruit and botanical extracts, microalgae secondary metabolites, natural vitamins, natural sweeteners and flavor enhancers for use in the dietary supplement, food & beverage, cosmetics and pharmaceutical industries. BGG employs about a staff of approximately 400, has 5 production sites, international branches in North America, Japan, China and Switzerland and manages sales in more than 20 countries. BGG is ISO9001, ISO22000 and GMP certified.

Further Information on BGG: www.bggworld.com

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