



DanBred establishes subsidiary in Belgium

The Danish pig breeding company DanBred establishes a subsidiary in Belgium.

November 15, 2021, Ballerup, Denmark

DanBred is pleased to announce that it will establish a subsidiary in Belgium. With the establishment of DanBred Belgium, the company becomes a completely integrated part of the Belgian market and is able to develop even closer relations with the customers.

A crucial part of DanBred's strategy, Next Level DanBred, is to increase local market presence in all relevant markets. Therefore, the company is focused on building and consolidating a strong structure of customer-centric subsidiaries throughout the world – now, this also includes Belgium. "Belgium is an essential market for us, so this is simply a market where we *have* to be present! It's a very competitive market with professional producers, which makes it even more important for us to be directly involved locally," says Claus Fertin, CEO of DanBred.

The customers' needs are at the centre of everything DanBred does! The goal with the establishment of DanBred Belgium is to continue to provide the Belgian customers with world-class genetics and excellent service. Only, the subsidiary will contribute to a stronger cooperation directly with the customers. Peter Thomsen, Regional Sales Manager, Western Europe, explains: "We want to establish a close partnership with our Belgian customers, and the best way to do that is being present in the market." DanBred is confident that the establishment of DanBred Belgium will bring the company closer to the customers.

The establishment of DanBred Belgium has become possible due to a long-term collaboration with the established DanBred partner DanaPig. This valued partnership ensures growth, continuity, and a solid understanding of how the Belgian market works. The Belgian customers are already familiar with DanBred genetics and the company's highly effective animals, which will give this subsidiary a great advantage; it is not starting from scratch but building on top of years of focused work in the market.

Current and potential customers in Belgium can discuss requirements and options directly with DanBred Belgium by contacting Stefan Derks, Peter Thomsen or Piet Mestdagh. With strong backgrounds in the Belgian pig industry, they have the knowledge and experience to ensure their recommended solution will suit the customer's needs.

About DanBred

DanBred P/S is one of the world's leading international pig breeding companies. We aim to be the preferred supplier of genetic products and service solutions to commercial pig producers worldwide by providing superior value that meets our customers' needs. We offer a range of service solutions and free manuals to help our customers get the full range of benefits from our world-class genetics. DanBred P/S is owned by the Danish Agriculture and Food Council, Danish Agro, and Holdingselskabet DBI A/S. Your business. Our DNA. It is all about the genes – and ours continue to be improved! For more information, visit <https://danbred.com/>.



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