



Paris La Défense, 1 June 2016

## PRESS RELEASE

### **Pascal MARCHAND, new Chairman of SYNEG**

Pascal MARCHAND was elected Wednesday 1 June, Chairman of the National Union of catering equipment manufacturers (SYNEG) during the General Assembly which brought together its member companies in Paris la Défense. He succeeds Pierre-Alain AUGAGNEUR who chaired the SYNEG since 2013.



Pascal MARCHAND, 60, engineer, holds an MBA and a University Degree in Industrial Marketing, is the President of EuroCave Group, a French manufacturer of wine cabinets and member of SYNEG through its EuroCave Professional division.

Mr. MARCHAND began his career in 1976 for the company SAGAM ("industrial kitchen" division of the company Arthur-Martin). In the early 1980s, he joined the ABB Group (international power and automation group) where he went from being a technical sales engineer to a Business Unit Manager in the field of robotics. In 2001, he joined the Basta Group (Danish company specialized in bicycle accessories) as Managing Director and then, in 2006, became President of the EuroCave and Erard Groups.

On his appointment, Mr. MARCHAND welcomed the commitment of Mr. AUGAGNEUR who, in the space of a term and a half, managed to bring to a conclusion or to initiate major projects for the future of the profession: environmental responsibility, occupational statistics, relationships with stakeholders of the industry in France and abroad, preventive maintenance, communication...

Pascal MARCHAND states: *"With all the members of the SYNEG and the support of the Board of Directors, I will endeavor to continue the work of my predecessors.*

*First, we need to increase the awareness of our companies and their respective businesses that fall in line with the widely recognized French expertise in the field of gastronomy and sommeliers.*

*On the other hand, we must also mobilize to enhance the international influence of the companies within the SYNEG. A large part of our members share a similar profile of industrial SMEs, developing and manufacturing their products in France. The development of our sales outside France is a strong growth lever."*

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About SYNEG: The National Union of catering equipment manufacturers is a professional organization which, in France, officially gathers and represents manufacturers of equipment for professional kitchens. Its members are present in all areas of the catering industry: preparation, cooking, refrigeration, ventilation, handling, distribution, bars, offices, laundry and waste treatment. <https://syneg.org>