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## PRESS INFORMATION

### **Fouad Foukra Appointed Vice President General Manager for Dole Europe**

**Paris, December 2<sup>nd</sup>, 2009 – Dole Food Company, Inc., one of the world's largest producers and marketers of fresh fruit and fresh vegetables, has appointed Mr Fouad Foukra as Vice President General Manager for Dole Europe.**

Graduated from a Paris Business School, Fouad Foukra joined the Marketing Department of Dole Europe in France in 1995. He was then promoted to General Manager for the European Division, Dole Med, located in Istanbul, where he was in charge of developing business opportunities in the region. In 2006, when Dole Europe acquired JP Fruit Distributors Ltd (JPF) in the UK, Fouad Foukra endorsed the role of General Manager of this new division, known today as Dole Fresh UK.

As the new Vice President General Manager for Dole Europe, now covering more than 30 countries from Scandinavia to South Africa, he is responsible for implementing Dole's business strategy in the region. He will also be in charge of strengthening Dole's network, which controls forward-integrated operations and offers retail customers a coordinated, centrally managed and efficient service.

*'It is a privilege to be granted the opportunity to work with my colleagues across the Dole network to lead Dole towards achieving its goals', says Fouad Foukra. 'The markets in which we operate are constantly evolving. I'm excited by the prospect of developing relationships with our customers and demonstrating that Dole understands their requirements, and that Dole is the right choice both from a product offering and from a service delivery perspective.'*

*'I've been working with Fouad for 15 years now', recalls Jean-Christophe Juilliard, President of Dole Europe, 'and I know that his knowledge of our network and of the specific markets in Europe will be a major asset in relaying, coordinating and implementing our development strategy, in even closer relationship with our retail partners.'*

**About Dole Europe:** *Dole Europe is one of the largest marketers of fresh produce on the continent, where it has been operating since 1992. It imports a wide range of fresh fruit and vegetables from both Dole Food Company's own farms and independent growers situated all over the world. Dole Europe also provides retailers with innovative solutions in terms of services and products. The company focuses on four core values: competence, responsibility, integrity and enthusiasm. Its network stretches from Scandinavia to South Africa, from Portugal to Russia, and includes 1,550 employees, working at 40 locations. More information at [www.dole.eu](http://www.dole.eu).*

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