

SPAR China appoints new Managing Director

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Jerome has developed an in-depth knowledge of retail operations and buying in China. SPAR International, a global food retail chain, has announced that Jerome Chevrier has been appointed as the new Managing Director of SPAR China effective immediately. Jerome has developed an in-depth knowledge of retail operations and buying in China, having lived and worked in the country for over twenty years. He successfully managed Carrefour's regional operations in China as well as holding senior roles with B&Q China and Etam Group China. SPAR, which has over 12,500 stores in 46 countries, has been present in China since the launch of the first supermarket in Shandong Province in November 2004. In 2016 SPAR China's sales grew by 6.7 per cent to 14.5 Billion RMB and SPAR China added 43,918m² of selling area, continuing its expansion in a maturing food retail sector. Today, 14 per cent of the total selling area of SPAR worldwide is in China and SPAR China has partners building the brand's presence in Shandong, Guangdong, Shanxi and Inner Mongolia, Beijing, Sichuan, Henan, Zhangjiakou and Yunnan. Jerome will be based in Shanghai, building relationships between partners, expanding global relationships within the SPAR network and supporting regional buying.



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