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Famobra appoints Lars Lund Rasmussen as General Manager in Singapore

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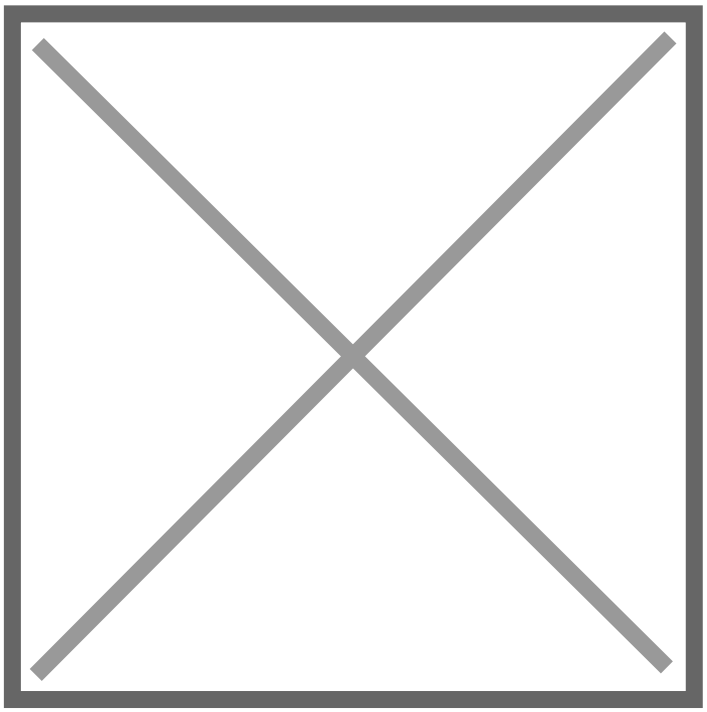

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FMCG wholesaler Famobra is expanding into Southeast and Northern Asia, with Singapore as its strategic hub. The company has appointed Lars Lund Rasmussen as General Manager to strengthen its position in the market.

Famobra GmbH, a German wholesaler of fast-moving consumer goods, including sweets, food, beverages, beer, and spirits, aims to become a global market leader within a few years. As part of this goal, the company is intensifying its expansion efforts in Asia. Lars Lund Rasmussen has been appointed as General Manager to oversee the companyâ??s operations in Singapore, where he is based. Lars Lund Rasmussen brings with him a wealth of experience, having previously worked as a recruitment consultant in the logistics sector across Asia and as the Consul General for the Danish Foreign Ministry in China. He also has a background with Salling Group, a market leader in Scandinavian retail.

Famobra is a visionary company where ambitious goals for growth are highly prioritised, and I am excited to be part of this journey. The demand for European A-brands such as Haribo, Ritter Sport, and Guinness Beer is growing rapidly in Asia, and we aim to capture this market, says Lars Lund Rasmussen.

According to Morten Ryholl Skjerning, CEO of Famobra Group, Lars Lund Rasmussenâ??s appointment comes in the wake of an extensive recruitment effort to find the right person for the role.