



Taghleef Industries S.p.A.

FOR IMMEDIATE RELEASE

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Taghleef Industries Welcomes New Chief Sales & Marketing Officer

Ti is pleased to announce the appointment of **Patrick Desies** as the new Chief Sales and Marketing Officer. Since the 15th January 2011 Patrick Desies replaces Patrick Weber and is responsible for the Global Sales & Marketing, Product Management and Technical Services of *Ti*.

Patrick Desies is a post graduate in International Business Studies and has worked as General Manager and Vice-CEO in Sales & Marketing spanning over the last 20 years, in different international companies in the food and plastic industries including flexible packaging. He has a strong experience in strategy building based on customer needs, differentiating products and services, optimizing investments and calibrating organizations. His numerous professional expatriations allow him to adapt to both small and big organizations in a multicultural context.

In 2008, he created his own consultancy company to conduct acquisitions while simultaneously advising and serving boards of medium size companies. More recently he provided his professional expertise to a major service provider in the construction industry and a European leader in its field.

"Patrick Desies has a proven track record in developing Global Sales & Marketing strategies and his skills will contribute to the development and profitability of our product portfolios." comments Detlef Schuhmann, *Ti* CEO.

"I am really pleased to join *Ti*, this fast growing Corporate company which is strongly focused on providing customers with quality products and service solutions on a global scale. I am eager to put my expertise and know-how to support and position the *Ti* Group strategically for the future years to come" says Patrick Desies.

About Taghleef Industries

Headquartered in Dubai, Ti has 6 production sites across the globe with a nominal capacity of 260,000tons per annum. Ti develops, manufactures and markets BoPP (bi-oriented polypropylene) and CPP (cast polypropylene) films for snacks, confectionery, bakery/biscuits, fresh produce



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packaging as well as for labelling and adhesive tapes. Ti offers a portfolio of high quality transparent, white voided and metallised films to its customers in more than 100 countries. www.ti-films.com.