

EFFA Press release

The European Flavour Association (EFFA) welcomes Alexander Mohr, PhD as its new Executive Director

Alexander Mohr will join the European Flavour Association (EFFA) team as from today 2nd of November. “We are very pleased to announce this appointment” reported Jean Robello, EFFA’s President “Alexander brings to this role a wealth of experience, having worked in European Associations for the last 7 years”. Before joining EFFA he was Secretary General of APEAL, the Association of European Producers of Steel Packaging, and a member of the Executive Committee of Metal Packaging in Europe.



With prior experience heading the legal and public affairs practice for the European container glass industry (FEVE) and working in his native Germany for a political think tank on global political party consulting issues, Mohr is familiar with the intricacies of working in an Association and also the important role that communications holds in reaching out to various stakeholder audiences. He is enthusiastic about his new role: “I am looking forward to working with the EFFA team and also with EFFA’s many stakeholders such as the EU institutions and different sector associations, it is crucial to work together on common challenges. “

Mohr has been a lecturer on international relations at the ‘Institut d’études Politiques de Paris’ (SciencePo). He holds a law degree from the University of Tübingen, Germany. He has published several publications on glass and steel packaging in the context of EU regulatory developments and sustainability. He speaks English, German, French and a little bit of Italian.

He replaces EFFA’s outgoing Executive Director, Sven Ballschmiede. Sven has made key contributions to the European flavour industry and has been an outstanding ambassador and leader for our industry in the EU.

We wish Alexander Mohr a very warm welcome to the European flavour family and much success in his new role. For more information please do not hesitate to contact us at secretariat@effa.eu

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