Press Release

Lübeck, 18 November 2020

BAADER Opens Joint Entity in France for the Fish & Poultry Market

BAADER is pleased to announce that it has opened a new entity called BAADER France in Nantes, Loire-Atlantique. The entity will serve both the Fish and the Poultry market with a joint local sales force and will be supported by a local Sales branch in Boulogne sur Mer in Hauts-de-France. The establishment of a local Service organization is part of this commitment to the important French market.

For over 52 years, BAADER worked in close cooperation and friendship with MONDIAL NAVYS. Established in Boulogne sur Mer in 1968, MONDIAL NAVYS has been the official and exclusive BAADER distributor in France for BAADER fish processing equipment. For its Poultry customers, BAADER has been present with a local subsidiary of LINCO Food Systems since 1999. From the office in Nantes, BAADER has been offering a total service for France including equipment sales, spare part sales, service and installation.

With BAADER France, BAADER is concentrating its activities and reinforces its commitment to the French market. Petra Baader, Executive Chairwoman BAADER says: “The opening of BAADER France in Nantes marks a milestone for our company. It represents our ambition to globally join forces across our industry sectors. At the same time, we strengthen our philosophy of being ‘in the region for the region’”.

The new entity will remain in the offices of LINCO France at 84, Quai de la fosse, 44000 Nantes and will be led by Serge Lorenzini, currently General Manager, LINCO France. Over the next three months, MONDIAL NAVYS will hand over its activities to BAADER France. Employees from MONDIAL NAVYS will be joining the new company once fully established. Plans to create more local jobs are set for the near future.

“We are confident in the further development of the French market. With this new entity, we are preparing BAADER for future growth in one of the most promising markets in Europe,” Petra Baader emphasises.

Customers will benefit from a local representation with direct links to the global manufacturer and solution provider BAADER.

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About BAADER
BAADER is the global partner on food processing solutions with over 100 years' experience. We design and engineer innovative and holistic solutions that ensure intelligent, safe, efficient and sustainable food processing in all phases, from the handling of live and raw protein materials to the finished food products. Through our data capabilities, we use data to interpret and forecast along the entire food value chain. In close collaboration and partnership with our customers and partners, we are taking further major steps toward greater efficiency, traceability, transparency, profitability, and sustainability. By sharing knowledge and data, together we can succeed in optimizing the food value chain in the long term.

To find out more about BAADER, please visit our website at www.baader.com.