

## Press Release

Lubeck, 5 July 2022

### BAADER Joins Regional Network foodRegio

The food industry represents one of the most important economic sectors in Schleswig-Holstein – it is the second-largest sector of the manufacturing industry and, with a 15 per cent share of total sales, is even above the national average. foodRegio was founded to better connect the players within the food industry. Now, BAADER joined the regional network.

Following this year's motto of "Integration, Collaboration, and Acceleration", BAADER is keen to foster further exchange, even cross-industry. Joining the foodRegio network is thus another step in this direction.

"The food industry is seeing a massive transformation driven by megatrends and accelerated by global challenges. Collaboration is, therefore, more essential than ever before", says Robert Focke, Managing Director BAADER. "foodRegio provides us as a food-tech player with a platform to foster exchange on global topics on a regional level and we are excited to see what this new collaboration will lead to."

The network was founded in 2005 and has set itself the goal to strengthen the competitiveness of its member companies through an exchange, as well as supporting them in profitable and sustainable business growth. Currently, foodRegio connects 86 companies and institutions within the industry in northern Germany.

#### For more information, please contact

Julia Fuamba  
Global Head of Corporate Communications  
Mobile: +49 174 261 5059  
Email: [julia.fuamba@baader.com](mailto:julia.fuamba@baader.com)

#### About BAADER

BAADER is the global partner for food-processing solutions with over 100 years of experience. We design and engineer innovative solutions that ensure safe, efficient, and sustainable food processing in all phases, from the handling of live 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 towards greater 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](http://www.baader.com).