



Letter of Recommendation

Mrs. Sonia Franck served as the Secretary General in FEDIAF from January 15, 2024, to September 2, 2024.

FEDIAF European Petfood is the official representation of the pet food industry in Europe, representing producers that account for over 85% of pet food sales in Europe. In 2023, FEDIAF members achieved a turnover of over €29 billion.

During her tenure, Mrs. Franck was responsible for defining the association's strategy in collaboration with the Executive Committee, leading the secretariat team, recruiting team members, acting as the contact person for external stakeholders, including representatives of the European Commission and other governmental representatives, and managing media relations and the development of our Public Affairs strategy. She also oversaw budget control and represented our association towards other associations.

Mrs. Franck's tenure as Secretary General was marked by her valuable knowledge and expertise in the pet food industry. She demonstrated proficiency in her role and exhibited a strong understanding and interest in the industry. Throughout her tenure, Mrs. Franck exhibited dedication to her responsibilities and demonstrated the ability to address complex problems.

Regrettably, the employment relationship with Mrs. Franck was terminated by mutual agreement on September 2, 2024.

We extend our gratitude for her performance and positive contribution to the association and wish Mrs. Franck all the best for the future.

Rosa Carbonell

A handwritten signature in blue ink, consisting of several vertical strokes and a few horizontal ones, representing the name Rosa Carbonell.

FEDIAF President

Brussels, September 4, 2024