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# Siegwerk Asia: New Region Head, New Region Name

Major changes in the former Siegwerk Region Asia/Pacific. Effective beginning March 1, Board Member Ralf Hildenbrand, formerly responsible for Flexible Packaging EMEA, will take on the new role as Region Head. Effective immediately, the Region name will be changed to Siegwerk Asia. This is due to the fact that last year Siegwerk sold its businesses in Australia and New Zealand to Flint.



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In addition to different business division and administrative functions, the five Managing Directors of the Region will report directly to Hildenbrand: Marco Si for China, Vijay Gupta for India, Soeseno Bong for Indonesia, Mike van Breugel for Malaysia/Singapore, and Itti Ananpiriyakul for Thailand/Vietnam/Philippines.

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