

## **NSF Opens New Office in Thailand to Enhance Food and Water Quality throughout Asia**

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**NSF International** has opened a **new regional headquarters in Bangkok, Thailand** to oversee its operations throughout the Asia-Pacific region. The new office will be home to NSF's water and product certification division and the NSF-CMi food safety division.

The **new office will provide technical assistance, inspection and certification services** to manufacturers and retailers in the **Asia-Pacific region**. The move is a strategic response to the region's fast growing need among multi-national corporations and small to medium sized enterprises to meet global regulatory requirements and best practices.

**"Our Asian office in Thailand will expand** the reach of our service portfolio to meet the increasing regional demand for brand protection through third-party auditing, testing and certification," said **Koen Bontinck, NSF Vice President of International Operations**. "It will also enable us to provide our global customers in this emerging market with faster, more cost-effective, regional solutions."

**Export-related product certification** has, to date, been the **largest and fastest growing sector for NSF in this region** of the world. NSF was recently presented with an **Export Achievement Certificate** from the US Department of Commerce for increasing export sales and expanding into new global markets, including Asia. **Two new executives** have been appointed to oversee the increasing growth of the company's health and safety services in the Asia-Pacific region.

**Pierre Sbabo will serve as Managing Director, NSF Asia-Pacific**. Most recently, Pierre served as the International Business Leader for the residential/commercial group of General Electric (GE) Water & Process Technologies, a division of GE that provides water treatment solutions to the residential and commercial markets. While at GE, Pierre led GE water residential and commercial's operations in Europe, the Middle East, Africa, and the Asia-Pacific region. Pierre has a Master of Arts in marketing and international business from the Ecole Supérieure de Commerce de Chambéry (the Business school in Chambéry) in France. **He is fluent in French and English, with intermediate levels of spoken and written German, Italian and Spanish.**

**Peter Bracher will serve as Managing Director, NSF-CMi Asia-Pacific**, where he will be responsible for expanding food safety business in the region. Returning to CMi where he spent the early part of his career, Peter has over 20 years of food safety, sustainability, and public health experience with a successful track record in entering new markets within Asia and Europe. He held the post of Head of Operations for Reliance Retail, as well as Director of Public Affairs & Corporate Responsibility for ASDA Stores Ltd, a subsidiary of Wal-Mart. He also served as Head of International Corporate Affairs for Tesco PLC, UK's largest retailer, responsible for press, media and government relations. Peter received a BSc with Honours in environmental health from Aston University in Birmingham, UK.

**NSF has offices and laboratories located worldwide** to help clients with international public health and safety regulation issues.

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