**PRESS RELEASE**

**Mex, Switzerland, 14th October 2022**

**BOBST strengthens operations in Asia Pacific region with two senior appointments**

BOBST has announced two key senior appointments in the Asia Pacific (APAC) region, which includes Southeast Asia, Oceania, Japan, South Korea, India, and China.

**Cyril Ruiz-Moise** has been appointed as General Manager and Regional Business Director APAC Business Unit Printing and Converting. Mr Ruiz-Moise was previously General Manager at Bobst Shanghai, a position he led with great distinction for five years. In his new role, Mr Ruiz-Moise will lead BOBST for all machine product lines in the Asia Pacific region.

“The Asia Pacific region is a diverse and exciting one, and an extremely important strategic region for BOBST,” said Mr Ruiz-Moise. “We have bold ambitions to grow and expand our presence in the region, and our deep knowledge and understanding of our customers and their needs will help us to achieve this goal while helping our customers to achieve theirs.”

**Yasser Oweida** has been appointed as Region Services Director APAC Business Unit Services and Performance. Mr Oweida was previously Head of Global Sales Development at BOBST for three very successful years. Before that, he was Head of Business Unit Services - Region Africa & Middle East. In his new role, Mr Oweida will strengthen the technical and services team in the region and ensure customers receive the highest quality expert service.

“I am very excited to be appointed in this role in a region with so much potential for economic and industrial growth,” said Mr Oweida. “Having an agile and efficient service team in place is a vital part of our offer, and that is a commitment I can make to all our value customers in the Asia-Pacific region.”

Both Mr Ruiz-Moise and Mr Oweida will be present at Pack Print International, taking place in Bangkok, 19-22 October 2022. If you would like to meet them, come to the BOBST stand at G27, and our staff will try to arrange this for you.

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**About BOBST**

We are one of the world’s leading suppliers of substrate processing, printing and converting equipment and services for the label, flexible packaging, folding carton and corrugated board industries.

Founded in 1890 by Joseph Bobst in Lausanne, Switzerland, BOBST has a presence in more than 50 countries, runs 19 production facilities in 11 countries and employs more than 5 800 people around the world. The firm recorded a consolidated turnover of CHF 1.563 billion for the year ended December 31, 2021.

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