



#MoreThanMedicine



animalhealth
europe

THE VOICE
OF THE ANIMAL
MEDICINES INDUSTRY

Europe is the birthplace of **modern veterinary medicine** and is the home of the **world's leading** animal health companies, supporting **thousands of jobs across Europe**.

Representing an annual turnover of around **€6 billion**, Europe is the second largest animal medicines market in the world. Our industry offers a wide **variety of solutions** to support animal health. Deploying these tools and developing new ones are key priorities for the **future of Europe's animals, its people and its habitat**.



The products our members research & develop prevent and treat disease. Without them, it would be simply impossible to raise healthy livestock or look after our companion animals.









Roxane Feller AnimalhealthEurope's Secretary General

#MorethanMedicine is a special project for us at AnimalhealthEurope as it's our way of explaining what we have to offer in the wider veterinary toolbox, which purposes our solutions deliver on, and who are the people driving the future of animal health. Here we delve into both the back-stories of the animal medicines industry in Europe, the future outlook of our industry and the solutions that can respond to today's needs in a changing Europe.

We all depend on animals in some way – for companionship, assistance, leisure and our food. No matter how well we care for our animals, they can still get sick and may need medicines. But treating sick animals is only part of the story. Our solutions are so much **#MorethanMedicine**.

Treatment will always be important, but our focus is increasingly shifting to disease prevention and animal resilience as well as earlier diagnosis. Doing so, we can facilitate better interventions to improve overall animal health and wellbeing. And whereas animal health is our top priority we develop solutions that can help to deliver on:

-  *Ensuring a safe supply of nutritious milk, meat, fish & eggs*
-  *Protecting people from illnesses that can pass from animals to people*
-  *Supporting sustainable and resource-efficient livestock farming*
-  *Maintaining the close bond and quality of life of both animals and people*



Animal health matters to us and that's why innovating solutions for animal health is what we do best.



Head of commercial Operations for Bayer in Europe and Country Head for both Spain and Portugal, Uwe Mucke brings a wealth of animal health knowledge from around the globe to the AnimalHealthEurope Board, as his career has seen him heading up different countries in Europe, on to the Americas and back.

A bit about me:

I've been working in animal health for 31 years now. And I've been Head of Commercial Operations for Europe and Country Head in Iberia for Bayer's Animal Health business since July 2015. I started out with Bayer back in 1988 as International Product Manager for Companion Animal products at Bayer AG Headquarters in Germany.

From there I was transferred to Barcelona as Head of Business Unit, Companion Animal, for Iberia in 1994. I was then appointed General Manager and Head of Animal Health Division for Canada in 2002, and 2 years later I moved to Mexico to develop the same position for Bayer in Mexico. Before coming back to Europe and my current position I also headed up the business for several areas in South and Latin America.



Motivations to get into the animal health sector:

In my life, animals have always been one of my fundamental pillars and drivers, which is why it is not surprising that when I joined Bayer, I did it for the sole reason of trying to improve animal health. Since then my roadmap has been, and will continue to be, to improve the life and the wellbeing of animals.

Animal health solutions I'm most interested in at this moment:

For me right now, the most interesting solutions are those that serve a preventive purpose. Biosecurity at farm level is of great importance and is essential for improving the health status of the herd and animal wellbeing. And there are many solutions being developed and some which have been made available now that are helping farmers and veterinarians to ensure optimal herd health management and care.

Something personal:

I am the proud carer of three stray dogs who have become firm members of my family. They certainly keep me busy and they also serve as a constant reminder of why, we in the animal health business do what we do!





Heading up the business for Ceva in Belgium, the Netherlands and Luxembourg, Claude Dhont brings a fascinating experience to the AnimalhealthEurope Board of a company which in its ten years of existence has successfully grown almost tenfold. For Claude his job has always been about #MorethanMedicine, it's a real passion for him as he gets to work on his top three favourite things...

A bit about me:

When not busy with AnimalhealthEurope, I currently Head up Ceva's business in the Benelux and prior to that ran our business in the UK and Ireland. Ceva is a very unique business, as managers we own the majority of the company. One of our key values is "Entrepreneurial spirit", encouraging each employee to make decisions to improve the value we create. Combining this with my other passion for animals and their welfare – I was able to create the Ceva Welfare Awards in the UK, which has become a reference event for individuals and organisations.



Motivations to get into the animal health sector:

My motivations to get into this sector have been the 3 themes which have really characterised my life: Veterinary Medicine, Business and Internationalism. As a veterinarian graduating from Ghent in my native Belgium, I started to travel early on in my career spending several years in Africa. After returning to Europe, I built my own veterinary consulting business before joining Ceva. And so I'm very lucky because my work with AnimalhealthEurope and Ceva both allow me to express these 3 things I love the most.

Animal health solutions I'm most interested in at this moment:

Ceva has grown almost 10 times in the years I have been with the company, which brings with it, its own challenges. When we were smaller we had to ensure that each euro of money spent on R&D was going to bring some form of return. We therefore invested strongly in vaccines and preventative medicine and set an objective of having a portfolio of products with a 50:50 split between pharmaceutical (treatment) and vaccines (prevention) by 2020. Thankfully, we are almost there having moved from 28% vaccines in 2010 to 45% last year – to achieve this we have worked very closely with our customers to identify their "pain points" and then develop pragmatic solutions to improve both their lives and those of the animals they are responsible for.

Something personal:

Having grown up surrounded by animals (particularly dogs) I have a deep passion for animal welfare and in promoting the benefits that both animals and people gain from our societal bond. When not together with our family dog – Elvis you can often find me behind the wheel of my old Lancia HF at a vintage car rally.

During my long stay in London, I also became a lifetime supporter of Fulham FC, although after the season we have just had this sometimes feels more like a life sentence!



Now President of the association for 3 years and re-elected for a third term, Wijnand de Bruijn from Dopharma explains why he is proud to work for the animal medicines industry, how it's a real family affair and why animal health matters to him.



A bit about me:

When I'm not busy with AnimalhealthEurope, I serve as CEO Business for a family-owned company called Dopharma which produces generic and innovations on generic animal medicines. I run the company alongside my two brothers and my sister.



Motivations to get into the animal health sector:

It's a real family affair for me! My father established the company back in 1969, so I've always had an interest in animal health. I studied business administration at agricultural college and then, together with my brothers and sister, we took over the family company in 1995 and expanded into other EU countries. At the end of this year I will have been working in animal health for 25 years. This is definitely a long-term investment for me and I'm happy to see an increasing visibility of our industry.

Animal health solutions I'm most interested in at this moment:

My company's focus is mainly on developing updates to existing medicines so that they can be used for further animal species or for other illnesses, so that we can enlarge the availability of animal medicines in Europe and better manage the health of farm animals. One example, making soluble aspirin available for pigs and calves to help with mild pain relief and fever, has been quite important in terms of animal welfare. Many of our solutions follow that same ethos and are then coupled with ensuring more efficient farming practices. For example new solutions to manage intestinal health in young pigs helps to ensure better feeding and make them less prone to certain illnesses in early life.



Something personal:

I'm a keen cyclist, so when I'm not at work you can usually find me cycling along our famed flat Dutch countryside. I also love animals as you can certainly guess, and I've had several kinds of animals in my life like chickens and deer. Right now I have two beautiful dogs, Jocco and Plutas.



Vice President International Commercial Operations at Elanco Animal Health, Ralph Heuser brings a passion for enriching life working for a company that separated just last year from its human counterpart to become a publicly-listed standalone company. On the AnimalhealthEurope Board, he promotes the story of animal health touching on the lives of almost all society.

A bit about me:

With around 20 years' experience in animal health I am now overseeing Commercial Operations as Vice President for Elanco International – comprising the geographies of Europe, Middle East, Africa, Latin America and Asia Pacific. My team supports Elanco country organizations with commercial strategy, execution and capability building in the areas of customer service, sales force excellence, strategic key account management, launch excellence and business development alongside providing the right structures and operational cadence for the organisation.



Motivations to get into the animal health sector:

Since early school days, I was always interested in life sciences, biology and nature. Initially I wanted to become a biology teacher, but then decided to study agriculture for its broader range of subjects. After obtaining a PhD in agricultural economics, it felt natural to start my professional career in the Animal Health industry. I mostly enjoy the people and the honest, down to earth mind-set of veterinarians, farmers and pet owners. Engaging with these passionate, emotional and good people – our customers, is rare. Another reason for me was the challenge of finding sustainable solutions for issues in animal protein production, environmental health and animal care and welfare, which touches almost every consumer worldwide.

Animal health solutions I'm most interested in at this moment:

One of the most interesting aspects is the bond between pet owners and pets. Our research and development focuses on innovative, effective products and therapeutic solutions that prevent disease and treat pain, enhancing quality of life. Our vaccines and parasiticides protect pets from harmful infections, worms, fleas and ticks, and, as pets live longer, a crucial focus area is managing pet pain and osteoarthritis early and safely.

We also look at raising animals sustainably taking into account the impact on human health and the health of the planet. Supporting provision of nutrient-rich meat, fish, milk and eggs while limiting potential for disease and minimizing environmental resource use is of great interest at the moment. And through our antibacterials, anticoccidials, vaccines, and other products, we support prevention and control of disease as the increasingly preferred approach over treatment. We're also actively advancing in nutritional health with probiotics, prebiotics, and enzymes, offering farmers much broader options for improving animal health.

Something personal:

Although I grew up in a city, my grandparents had a farm where I remember helping out during crop harvesting as a young kid.

In my family, we have a Jack Russel Terrier – Russty – who is a well-respected family member and a true friend. When my children were young, we also had mice and guinea pigs.



Vice-President at Huvepharma, Eddy Piron is proud to be European through and through, working for a company whose entire supply chain is Europe-based. On the AnimalhealthEurope Board his is a strong voice for European innovation prowess and top-quality animal health solutions.

With experience in both human and animal health, Eddy explains why animal health is his preferred field and how the industry is a highly flexible sector, and readily adaptable to change.



A bit about me:

I've been at Huvepharma since 2005 and I am currently Vice-President Global Sales and Marketing. I've been working in animal health for over 30 years now, with a 3-year stint in human health somewhere in the middle. I was very happy to come back to animal health, as I see some differences between the two sectors, with the human health sector being quite uniform in terms of company profiles. In animal health, each company has its own DNA and its own culture, and most importantly a great capacity to adapt to new circumstances, changing rules and regulations and so forth.



Motivations to get into the animal health sector:

I have a lot of knowledge about poultry production through my family and I started out professionally as an agricultural engineer specialising in livestock production. I've always had an interest in the stewardship of animal health when it comes to farming. And what's most interesting about being this link in the agri-food chain is the key role that animal health care can play. Years ago our sector was mainly focused on providing solutions to improve efficiencies in food production. Today we really focus on consumer acceptance and respond to consumer demand, however rational or irrational, in order to ensure innovative tools that keep farming both sustainable and efficient.

Animal health solutions I'm most interested in at this moment:

My company's focus is almost wholly on products for livestock, with around 90% of production fully integrated in Bulgaria. For me, having EU-based operations helps to ensure a transparent control of product quality which is increasingly important for the food chain. We produce antibiotics and will continue to do so, when and where they are needed, as they will always be important for farm animal care and welfare. But the focus is shifting, and we are producing more solutions to better manage animal health, such as feed additives, probiotics, enzymes, antiparasitics and vaccines. Ensuring a highly-skilled and well-equipped farm management is most interesting for me at this moment.



Something personal:

I have a dog, Bonaparte, but just the one as that's all I can cope with as a responsible pet owner. My entire family is in poultry farming, so I always like to say that I was born amongst the chickens and will end life happily amongst the chickens.

There's no business like chicken business!



Senior Vice President at MSD Animal Health, Hans Dittrich is responsible for the company's business in the EURAM region which covers Europe, Russia, North Africa and the Middle East. He also holds the position of Vice President of the AnimalhealthEurope Board, bringing his many years of

experience in both human and animal health to the table with a true One Health outlook.

A bit about me:

I was born in a rural area in Southern Bavaria next to the Austrian border and the city of Salzburg. Being from the countryside, I grew up with a lot of animals and we had many farms in our neighbourhood. Thus, it seemed likely for me to study veterinary medicine at the Ludwig-Maximilian-University of Munich.



Motivations to get into the animal health sector:

Following my studies and before joining the pharmaceutical industry, I worked as a livestock vet in a food testing microbiology lab for the German armed forces (Bundeswehr). Now, I have been working for more than 30 years in different positions at MSD and its predecessors Intervet and Essex Pharma (Schering Plough). In fact, I can say that I have spent almost exactly 15 years in human health as well as 15 years in animal health.

Animal health solutions I'm most interested in at this moment:

At MSD Animal Health we follow our motto "The Sciences of Healthier Animals". As a result, vaccines and other preventive and animal welfare products are among the most exciting for me. I would say that the highlights in our business at the moment are the development of the first needle-free and intradermal device which helps with ease-of-use for farmers, and makes vaccination safe and less stressful for pigs, while ensuring disease prevention. This along with our antiparasitic products for cats and dogs as well as for poultry are most interesting for me right now.

Something personal:

I do not have a farming background per se, however, I grew up with many animals in a rural neighbourhood. In the past years, we used to have lots of pets in our family: budgies, guinea pigs, hamsters, and rabbits. I definitely want to have pets again if my time schedule allows it.



Heading up one of the best-known companies for veterinary medicines in the Nordic countries, Orion Pharma Animal Health, Niclas Lindstedt raises a voice for the passion and strong cooperation he witnesses every day working in animal health. A smaller sector than its human counterpart, Niclas outlines the numerous opportunities and positive outcomes abounding from the animal health business.



A bit about me:

I've been Vice-President of Orion Pharma Animal Health for eight years now. My roots are in chemical engineering and I worked at Dupont for about 13 years before joining Orion's Fermion business which manufactures active pharmaceutical ingredients. From there I moved into animal health, and although I had previously enjoyed changing positions within the former company every 3 years, I'm quite pleased to be in this animal health role for the longer term.



Orion's creation dates back to Finland's declaration of independence from Russia in 1917. The families of the original creators are still active on the company board which gives you a great sense of the longevity and commitment in the sector. It is quite something to work for a company that has existed for more than a century!

Motivations to get into the animal health sector:

When I was doing my MBA I decided that pharma was the sector I wanted to be in, but more specifically I wanted to be in animal health. My daughter was training to be a veterinarian and I could see her passion, a feeling that was demonstrated right from the outset when I started with Orion. I feel like there's more of an openness to talk about animal medicines and that clients really value what our solutions bring in terms of caring for their animals.

Animal health solutions I'm most interested in at this moment:

Having been a pet owner over the years I always think of where dogs have come from. Coming from wolves, running in packs, they came into our back gardens as pets or guard dogs. Now they're in our homes, on our sofas and even in our beds! So for me, I'm most interested in developments around behavioural solutions that enable dogs and people to live together in harmony. You can learn and obtain a licence to drive a car but you don't get training before you get a dog. This is where behavioural medicines can help, with anxiety, with reactions to strange sounds, or simply with making a new four-legged friend feel comfortable in his new surroundings.



Something personal:

Over the years my family has had guinea pigs, rabbits and dogs. Although I don't personally have any pets today, I do take care of my daughter's and girlfriend's dogs, whenever needed ;).



Board member for more than 3 years now and recently re-elected as Treasurer of AnimalhealthEurope after a first year in the role, Dominique Derveaux strives to strongly support the association's key projects and is keenly dedicated to the new project #MorethanMedicine, as he unveils more about himself and his passion for animals here below.

A bit about me:

When not busy with AnimalhealthEurope, I serve as the Head for Europe and North America commercial operations for Vetoquinol. We are a family-owned and run company, 100% dedicated to the health of Companion Animals, Swine and Cattle, and striving to be a trustworthy partner for veterinarians helping pet parents and farmers to provide the best possible care to their animals.

Vetoquinol was created 86 years ago by the grand-father of our current Managing Director Mr Matthieu Frechin, and is now present in over 100 countries with subsidiaries in 24 of them.



Animal health solutions I'm most interested in at this moment:

My company's main focus is on selected target animals – cats, dogs, swine and bovine – and in a number of strategic fields. Currently the fight against AMR is a shared objective for all of us at AnimalhealthEurope and at Vetoquinol we have always been very aware of this: for example our flagship antibiotic treatments for respiratory infections and mastitis in cattle and sows, and for respiratory, urinary tract and skin infections in dogs, was never developed for prophylactic use in food producing animals and from the start it was accompanied by sensitivity testing tools.

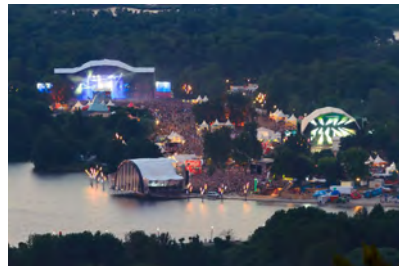
Another disruptive example is our recent investment in FarmVet Systems, a digital platform which makes vets gain a lot of time by integrating the important quantity of data they now have available: from each farm and for each individual farm animal, from the practice, from governmental and industry sources. This very innovative solution provides the veterinarians with insights to guide their decisions and be the valuable partners for their farming clients.

Something personal:

When I'm not travelling the world to develop solutions with our teams and partners for the numerous Animal Health stakeholders, I am a fond swimmer and adore swimming laps in the pool!

I also enjoy attending rock concerts and am therefore very happy that Vetoquinol is proudly partnering with one of the largest European rock festivals organised every year, namely "The Eurockéennes". It is one of the examples how we support the community of which we are part: its people and environment

I am a passionate cat lover, and spend time taking care of my 2 cats Gourmette and Minoune at home who, like any other territorial animals, live in 2 very different inside / outside areas in our family home close to the historical Vetoquinol headquarters location in the North-East of France close to the Swiss border, in the area of Basel.



Heading up global business operations for Virbac, and working as Area Director for Europe, Hubert Trentesaux offers an entire career's worth of knowledge in animal health in both his day-job and on the AnimalHealthEurope Board.



A bit about me:

I have been working for Virbac for 6 years. Virbac is an independent pharmaceutical laboratory dedicated to animal health since its very beginning. It is a family controlled company founded in 1968 by a French veterinarian Dr. Pierre-Richard Dick. Present today through health products in more than 100 countries, Virbac has maintained its independence and its DNA. Linking the needs of health care providers to the latest technological advances, Virbac's innovation offers a practical range of products and services to diagnose, to prevent and treat the majority of pathologies, while improving the animals' quality of life.



Motivations to get into the animal health sector:

When I was a student, I was very interested in animal science; feeding the planet was a key theme at that time, and biotechnology was the next big transformation. Therefore, when I graduated I started out looking for jobs in the field of animal health and here I am today. My entire career has been in animal health and I have and am still enjoying every single day!

Animal health solutions I'm most interested in at this moment:

Essentially, our focus at Virbac is to support the veterinary profession and to help veterinarians practice better medicine, making the best use of the solutions we develop and communicating efficiently to their own client base, whether they are pet owners or animal producers. We do this by providing a wide range of the best products, tools and services possible.

Something personal:

I travel a lot which means I'm away very often, and so I do not have any animals at home currently. However, I live in the countryside and so luckily, I can enjoy the company of ducks, squirrels and plenty of birds in my garden when I am at home. Although I never went into farming personally I can also say that I very much enjoyed my 5-years of study in agricultural science for which I earned a master's degree.



Board member for over a year now and recently appointed as Leader of the Digital Innovation Task Force at Animal Health Europe, Rob Kelly strives to strongly support the association's key projects and is keenly dedicated to the new project #MorethanMedicine, as he unveils more about

himself and his passion for animals here below.

A bit about me:

When not busy with AnimalhealthEurope, I serve as the President International Operations at Zoetis, overseeing more than 100 countries where our products are being sold. Building on more than 60 years of experience, we are world leader in animal health dedicated to supporting veterinarians and animal producers and their businesses in ever better ways. We discover and deliver quality veterinary vaccines and medicines, complemented by diagnostic products, genetic tests, biodevices and a range of services throughout the continuum of care.



Animal health solutions I'm most interested in at this moment:

My company's main focus is on providing innovative solutions to veterinarians throughout the continuum of care, from prevention of diseases, to detection and treatment across all therapeutic areas and animal species... With one idea in mind, prevention is always better than cure.

In advancing animal health, we believe we are making a vital contribution to public health and well-being. After all, a safe, abundant and sustainable supply of meat, poultry, fish, milk and eggs begins with healthy animals.

And by helping maintain the health of our pets – a growing source of companionship and emotional support – we are enriching the lives of people all over the world.

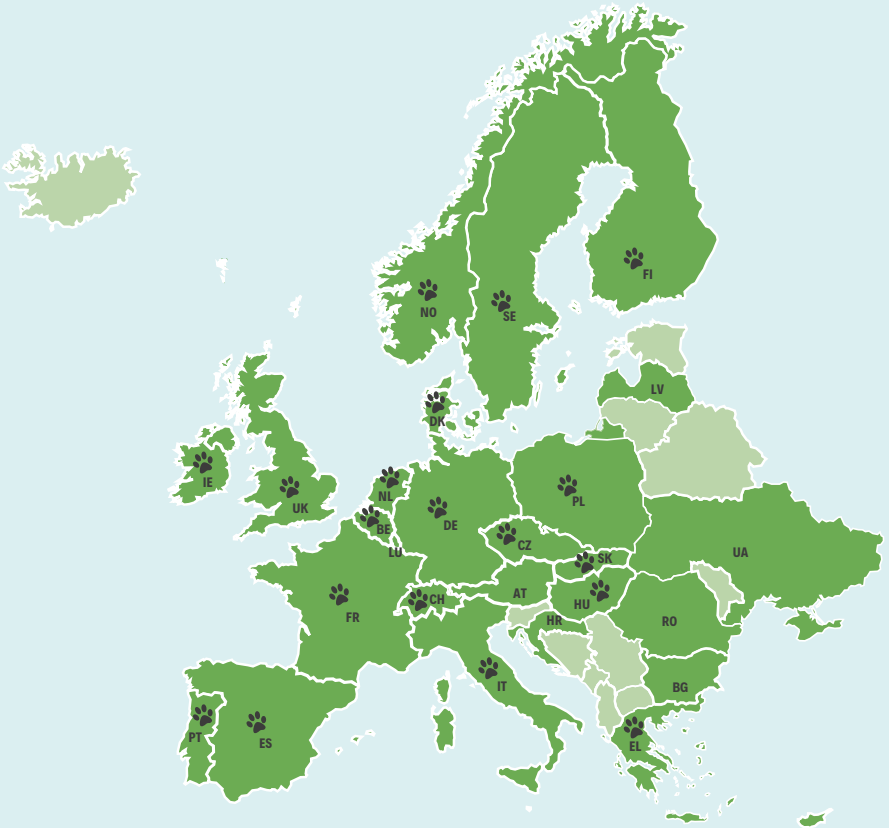
Something personal:

I spend a lot of time travelling around the world working with our different teams and partners to develop solutions to serve the needs of veterinarians and animal owners.

Aside from that, I love to run, I enjoy all types of outdoor sports and I compete in many triathlons.

Our member companies are present in almost all EU Member States and other European countries with logistics, production and/or R&D facilities. And through our **17 member associations** we also count more than **100 SMEs in 19 national states**.

- Company presence
- 🐾 National Association





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