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## **Petra Axdorff named new CEO of BAMA Gruppen AS**

**On 15 September 2021, Petra Axdorff will join BAMA Gruppen AS as the company's new CEO. BAMA Gruppen AS is Norway's leading distributor of fruits and vegetables and one of Norway's oldest privately held trading companies.**

**Axdorff succeeds Rune Flaen (65) who retires after 27 years as CEO.**

Axdorff is currently CEO and CSO of IKEA Spain. She has held a number of senior international management positions at IKEA, including in purchasing and innovation. She has also held various management positions in the Nordic region and Sweden at the supermarket chains ICA and Axfood. Axdorff has a Master's in International Economics from Linköping University.

"I am delighted that the board has appointed Petra to lead BAMA into the future. She was our preferred candidate, following a long and thorough process. She is a customer and supplier-centric leader, with experience from the European and Nordic retail and grocery sectors. She will be tasked with taking BAMA into a new era in which local grown fruits and vegetables will become increasingly important. Increased consumption and differentiated competitiveness for customers will be key," says Kristian Nergaard, Chair of the BAMA Group.

"I am looking forward to working for a company that appreciates that close

collaboration with customers and growers is crucial to success and achieving the company's vision of a healthier and fresher future. It is an honour to join a company with 135 years of history, which constantly renews and improves by combining extensive experience with innovation and entrepreneurship,"

says Axdorff.

## **Impressive journey**

”Under Rune’s leadership, BAMA has increased its revenues from NOK 1 billion to 20 billion and has created solid results. Based on a good cooperation from growers to end-customer, he has been a driving force in smarter and more efficient value chains, unparalleled both in Norway and internationally. This has created value and predictability for all parties, in addition to increased consumption of fruits and vegetables. The board has worked to find a replacement for Rune, after he signalled his plan for retiring from his position a few years ago,” says Nergaard.

## **About BAMA:**

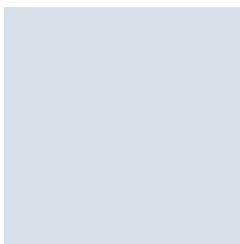
BAMA Gruppen AS is the Norwegian market leader in fresh fruits, vegetables, berries and potatoes. BAMA also has a strong European presence with multiple business operations in the Nordic region and Europe. The company also supplies fresh cuts, flowers and plants, natural drinks, on-the-go products and other plant based

products. BAMA has a strong position in exotic fruits in the European market based on the company’s subsidiary in Holland, Nature’s Pride.

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BAMA Nordic är en del av BAMA Gruppen AS, Nordens ledande frukt- och gröntföretag. Vi förser dagligvaruhandel, servicehandel och Food Service i Norden och Baltikum med växtbaserade alternativ, färdigskuren sallad och färdigmat. Bolaget har drygt 400 anställda som huvudsakligen är lokaliserade till de tre fabrikena i Helsingborg, Lindesberg och Espoo, Finland.

## Kontaktpersoner



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