

PRESS RELEASE

1 February 2019

The European Industrial Hemp Association names Ms Lorenza Romanese as Managing Director



Today, EIHA Board Members announced the appointment of Ms Lorenza Romanese as its new Managing Director. Lorenza is taking over Mr Michael Carus duties, who lead the association for the last 13 years.

Brussels, 1 February 2019 - The role has been designed as part of the Association's new strategy to further cultivate its collaborative European Union institutions' network, ensure quality growth for the industrial hemp sector and secure the Single Market. Lorenza Romanese brings more than 10 years of solid experience as policy advisor and communication manager at European level, from the oil and gas sector to the European Commission. Most recently, she led the European association of Independent Winegrowers, in the agricultural sector.

"We are fortunate to have someone of Lorenza Romanese's caliber and experience step up to lead EIHA," said Mr Mark Reinders, EIHA's President. "We are at a critical moment and we need renewed leadership to successfully implement our strategy in Europe. Lorenza has a solid background and experience in European Affairs with a proven track record of execution. She is a strong communicator, with excellent contacts in Brussels, and she knows very well the decision making process."

Upon taking up her new role, Lorenza Romanese stated, "I am honoured to become the new Managing Director of the EIHA. I am very conscious of the challenges the industrial hemp sector faces and I am convinced that an harmonised and comprehensive European approach could be beneficial for citizens, consumers and the whole industry. Moreover, I believe that industrial hemp plays a crucial role in the next generation agricultural economy as it is green, renewable, pesticides free and with a negative carbon footprint."

Lorenza Romanese was born in Trieste, Italy, she graduated from the University of Gorizia with a Master of Arts in European Affairs. She speaks fluently four languages.

Lorenza Romanese will pursue EIHA's scope: defend and represent the interests of European industrial hemp sector within European Union's institutions.

This year the hot topics are: Tetrahydrocannabinol level in feed and food products, hemp extracts with CBD used in food and cosmetic products, CBD as Novel Food and the CAP Reform. As to the latter, CAP Reform is an opportunity for European producers to bring back the 0.3% Tetrahydrocannabinol level in industrial hemp so as to reduce the significant competitive disadvantage European farmers have compared to American, Canadian, Asian and Swiss producers.

--END--

EIHA



European Industrial Hemp Association

Note to editors:

The European Industrial Hemp Association (EIHA) is a consortium of the hemp-processing industry. It represents the common interest of industrial hemp farmers and producers, both nationally and on a European level. EIHA is the only European consortium in the industrial hemp sector. This sector includes, amongst other things, the use of hemp fibres, shavings, seeds and cannabinoids. Originally founded as an association for the European hemp industry, EIHA counts today more than 130 members covering more than 30 member states.