

## SYNETICS EMBRACES STABLE, ORGANISED GOVERNANCE

**Board of directors of SYNETICS appoints Alfred Weidele and Jean-Yves Dréau as Executive Board to succeed Josef Pott when he retires at the end of 2024, to secure the development of SYNETICS, as the leading European Bovine Breeding cooperative.**

The cooperative's general assembly has decided, under proposal of the cooperative's president Patrice Guiguan and vice president Jörg Stubbemann, to nominate Jean-Yves Dréau and Alfred Weidele as CEO's.

Current Deputy CEO Jean-Yves Dréau will head up research and development, semen and embryo production, supply chain and the export business.

Alfred Weidele has a career of over 30 years in cattle breeding with one of the leading German cooperatives, predominantly as CEO. He will become responsible for the breeding programme, marketing, and general administration within SYNETICS.

Alfred Weidele will join SYNETICS, with the new Executive Board in place by 1st of January 2025. The objective of the two cooperatives, INNOVAL and MASTERRIND, is to ensure continuity of management.



*"This Franco-German co-management reinforces the European identity of our cooperative as well as our governance, which is based on the principle of parity," says **Patrice Guiguan** Chairman of SYNETICS and INNOVAL.*

*"Alfred is coming to SYNETICS with great experience and demonstrated his leadership within our industry", says **Jörg Stubbemann**, Chairman of MASTERRIND.*



*"I am delighted with this decision which is focussing on stability, continuity and future perspective. Planning successions in advance is beneficial for the governance of our cooperative and respectful to our staff and our members in terms of the visibility and clarity of its strategic direction", **Josef Pott** is emphasising.*

**Alfred Weidele** underlines that *"I am a strong supporter of the idea of sharing genetic tools to increase the efficiency of cattle breeding programs. In this respect I find SYNETICS cooperative very important for the benefit of their members. Operating on a European scale is key in an increasingly competitive world market where it is paramount to guarantee quality livestock products from an industry which is facing important social issues such as climate change, animal welfare, health challenges etc., not just for the farmers but for European citizens too."*



*"SYNETICS is a young cooperative. Our road map is based on our cooperative roots. I am looking forward, with the arrival of Alfred, to developing SYNETICS further and taking the next strategic steps for our cooperative", says **Jean-Yves Dréau**.*



### Jean-Yves Dréau,

Engineer at Polytechnique UniLaSalle and master's degree in management from ESSEC



1998

2013

2015

2016

2024

Joined former CIA Créhen coop which is part of INNOVAL today

Took over management of the dairy genetic sectors at the EVOLUTION cooperative

Appointed Director of Marketing and Product Development at the cooperative EVOLUTION

Appointed Deputy General Director of EVOLUTION in charge of upstream business (R&D, Marketing, Breeding, Production and Partnership Relations)

Appointed CEO of SYNETICS



### Alfred Weidele,

Master's Degree and PhD in Agriculture Science



1987-89

1994

1998

2000

2017

2020

Agricultural training

Joined VSR (Holstein cooperation of Baden-Württemberg) with responsibility for the breeding program

CEO of VSR

Merging of VSR to RBW, all breed AI and breeding association of Baden-Württemberg, appointed as CEO

Only CEO of RBW

Establishing a Intelligen (Sorted semen) Lab in Bad Waldsee  
Founding Phönix with RBW as Partner in this Holstein breeding program

## Introduction to SYNETICS:

SYNETICS a French-German cooperative representing in total 37.000 farmers is a leader in driving genetic progress and profitability of the dairy, beef and goat industry. Based on dedicated and experienced teams in France and Germany the cooperative is selling globally 7 Mio units from a wide portfolio of breeds (20 cattle and 3 goat breeds). SYNETICS is focussing on developing added value products for both cooperative members and national and international customers to increase the farms sustainability and help the farmers balancing business and private life.

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