

## **Budenheim Launches Seafood Consulting Service Unit: Budenheim Seafood Services**

For every seafood question, there is an answer. This is the promise behind Budenheim's new Spain-based consulting unit. Budenheim Seafood Service provides professional guidance for seafood market players. The new service unit expands Budenheim's seafood-related services as market demand grows in response to increasing competition.

The new unit supports market players facing the challenges in the seafood business, such as rapid technological advances in processing, transportation and logistics, increasing consumer demand as well as ever more complex trade policies.

Budenheim Seafood Service offers support in product development, legal and technical consulting, analytical services and training. By combining Budenheim's global network with headquarters in Germany and subsidiaries in China, Mexico, USA, Spain and India, Budenheim Seafood Service will provide clients with the guidance they need to thrive and grow in a complex business environment.

"The seafood industry holds big challenges. Founding Budenheim Seafood Services demonstrates our commitment to help our clients address these important needs," states Jaime Forn, General Manager and Commercial Head of Budenheim's Business Line Seafood. "We want to help our clients increase the profitability and competitive power of their business."

Budenheim Seafood Services will present its extensive range of services at this year's European Seafood Exposition from 24-26 April 2012.

Further Information about Budenheim Seafood Services on:  
[www.budenheimservices.com](http://www.budenheimservices.com)

### *About Budenheim:*

*Budenheim is a global specialty chemicals company with production sites in Budenheim/Germany, Shanghai/China, Monterrey/Mexico, Columbus/USA, La Zaida/Spain and Valencia/Spain. Building on an innovative portfolio of products and services, Budenheim offers sustainable solutions for a broad range of applications. These include*

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# Press release

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*coatings, steel manufacturing, plastics and batteries. Budenheim generates a revenue of several hundred million Euros in 2010 and has a workforce of approximately 1.000 employees.*

*Further information about Budenheim on: [www.budenheim.com](http://www.budenheim.com)*

*food, pharma and personal care,  
water treatment, paints and*