



BGG World Announces a New Name and a New CEO for its US-Based Subsidiary

Irvine, California, January 22, 2020 – [BGG World](#) announces a new name for its US-based subsidiary and the promotion of Bob Capelli to the position of CEO to lead the distribution of its high-quality ingredients in the Americas region. Formally called “*BGG North America*,” the Irvine, CA-based subsidiary will be renamed “*BGG Americas*” to reflect an increased interest in penetrating markets in Brazil, Mexico and other regions of South and Central America. The new CEO of BGG Americas, Bob Capelli, has been in the supplement industry for 30 years in positions of increasing responsibility, leading sales & marketing teams for three different companies during most of that time frame. Bob will also serve as CEO of BGG’s subsidiary, *Algae Health Sciences*, where he served in a global marketing position for the last five years, and as a member of the Board of Directors for both companies.

“Many markets in South and Central America are developing quickly, and we want to focus more attention to work with leading brands in those markets as we have been doing in USA for many years,” said Chunhua Li, Founder and Global Chairman of BGG World. *“And we are very happy to promote Bob into this new role to lead our outstanding staff in the Americas. Bob brings us an intense focus on the customer, outstanding industry knowledge and super-high energy levels which we believe will result in great success for our operations in the Americas in the coming years.”*

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About BGG

BGG is a global B2B supplier of ingredients sourced from nature that improve consumer wellness. Building on 25 years of innovative leadership, BGG provides consumer product makers with efficacious ingredients of outstanding quality. This is achieved by specialized sourcing, cultivation and production in the best global regions. BGG’s extensive portfolio originates from algae, fruits and plants. BGG employs a staff of approximately 450, has 6 production sites, international branches in North America, Japan, China and Switzerland and manages sales in more over 100 countries. BGG is ISO9001, ISO22000 and GMP certified.

Further Information on BGG: www.bggworld.com

Press Contact: Christian Artaria, CEO BGG Europe and Global Chief Marketing Officer:
christian.artaria@bggworld.com