

PRESS RELEASE
For immediate release

YOONMI GOH ON HER FIRST MONTHS AS COUNTRY MANAGER KOREA FOR JF HILLEBRAND GROUP.

Yoonmi Goh, Country Manager Korea since 1st March 2017 gives an account of her first month in the job and an overview of the Korean wine market.

MAINZ, 25th April 2017. Yoonmi Goh, current Country Manager JF Hillebrand and Trans Ocean Korea since 1st March 2017, joined the company in 2013 after 10 years of experience in the major Japanese shipping company, NYK Line Korea.

"I enjoyed building relationships and working in the dynamic shipping industry, but I decided to move on to a new challenge into a more specialised part of the industry and thus joined JF Hillebrand Group", explained Yoonmi Goh, Country Manager JF Hillebrand and Trans Ocean Korea.

She notes that Korea's wine market is evolving, though still markedly preferring red wine (67%), consumers seem to enjoy more and more sparkling (16%) and white wines more than (15%) in 2016. Yoonmi observes a 6.2% increase in volume in 2016 compared to 2015 with more than 85% from the total volume of Korea's wine imports coming from Spain, Chile, Italy, France and USA. Today, JF Hillebrand Korea moves more than 1,5 million bottles per month.

Olivier Daull, JF Hillebrand Group Area Director North Asia, South Asia, Pacific said *"Korea is one of the fastest growing country in Asia for our 2 niche markets : wines & spirits and bulk liquid logistics. In both areas we see a significant development and I am delighted about Yoonmi Goh's promotion as Country Manager Korea. Her experience and dynamism will lead the teams on the road to success".*

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Yoonmi Goh

Yoonmi studied English Literature and Business & Administration at Seoul Women's University. She developed early on a keen interest in international trade and began her career in export sales for a shipping line, NYK Line Korea, before joining JF Hillebrand Group.

"Since starting my new position, my mind-set has changed from being purely sales focused to a broader, more global perspective. I want to inspire a fresh, innovative and dynamic JF Hillebrand Korea team, leading them to success," stated Yoonmi Goh, Country Manager JF Hillebrand and Trans Ocean Korea.

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ABOUT JF HILLEBRAND AND TRANS OCEAN KOREA

Founded in 2011, JF Hillebrand and Trans Ocean Korea provide a full range of services specialised in the logistics of beer, wine and spirits, industrial bulk and currently employs a staff of 19 people to service the needs of both niche markets.

ABOUT JF HILLEBRAND GROUP

The Group is a privately owned company, headquartered in Mainz, Germany. The company is an international service provider specialised in the logistics of beer, wine and spirits, industrial bulk and keg supply chain management for the beer industry. The Group employs 2500 people across 58 offices around the world. Presence in 91 countries, 1.2 billion € turnover in 2015.