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International Council of Beverages Associations Launches the Latin American Regional Group

Today the International Council of Beverages Associations issued the following statement regarding its newly-formed Latin American Regional Group:

The ICBA is pleased to announce the launch of its Latin American Regional Group, which will enhance the reach of ICBA by providing support and leveraging regional expertise to beverage associations in the Latin American region. The Regional Group will be spearheaded by the new ICBA Latin American Regional Director, Santiago López Jaramillo, based in Colombia.

“Latin America is key a region within the global beverage industry, and it has both growing opportunities and distinct challenges. This new Regional Group will help strengthen the productive work of our associations and encourage alignment on critical policies and issues,” said Ms. Katherine Loatman, ICBA’s Executive Director.

“Latin America is an important region that covers many countries, economies and cultures. The beverage industry in the region is focused on the adoption of best practices, the promotion of responsible public policy and the advancement of our industry’s commitment to customers, consumers and communities. The creation of the Latin American Regional Group is a step forward on this direction.” said Mr. Santiago López Jaramillo.

Membership will span Central and South America as well as the Caribbean, and will provide a forum for beverage associations in Argentina, Brazil, Colombia, Costa Rica, Dominican Republic, Ecuador, Mexico and Peru. This is ICBA’s second Regional Group, following upon the launch of the ICBA Asia Pacific Group in March 2016.

For more information go to www.icba-net.org or contact Santiago López Jaramillo, ICBA Latin American Regional Director on (+57 1) 326 8500 or Santiago@icba-net.org.

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The International Council of Beverages Associations (ICBA) is an international nongovernmental organization established in 1995 that represents the interests of the worldwide non-alcoholic beverage industry. The members of ICBA include national and regional beverage associations, as well as international beverage companies that operate in more than 200 countries and territories and produce, distribute, and sell a variety of non-alcoholic sparkling and still beverages, including soft drinks, sports drinks, energy drinks, bottled waters, flavored and/or enhanced waters, ready-to-drink teas and coffees, 100% fruit or vegetable juices, nectars and juice drinks, and dairy-based beverages. For media inquiries please contact ICBA’s media line at +1 (202) 463-6739 or icba@icba-net.org.