

# Press Release

Brussels, 3<sup>rd</sup> November 2025



## FEDIAF Announces Leadership Appointments to Strengthen its Secretariat

FEDIAF EuropeanPetFood, the voice of the European pet food industry, is pleased to announce the appointment of **Milica Jevtić as its new Secretary General**, effective 3<sup>rd</sup> November 2025.

Milica brings almost 20 years of experience in EU public affairs, advocacy and association management, having built her career within Brussels-based European industry federations such as the European Fruit Juice Association (AIJN) and the European Cider and Fruit Wine Association (AICV). She is recognised for her collaborative approach, strategic thinking, and commitment to building consensus among diverse stakeholders.

Throughout her career, Milica has led teams and initiatives that delivered meaningful policy engagement and fostered constructive dialogue between industry and institutions. Colleagues value her integrity, calm leadership, and ability to translate complex issues into clear strategies.

*“We are delighted to welcome Milica Jevtić as FEDIAF’s new Secretary General,” said **Rosa Carbonell, President of FEDIAF**. “Her experience and collaborative leadership will be great assets as we continue to represent our sector and engage constructively with EU institutions.”*



As Secretary General, Milica will work with FEDIAF’s members and partners to strengthen the Association’s role as the trusted voice of the European pet food industry, promoting safe, nutritious, and sustainable pet food and highlighting the positive role of pets in society.

In addition, **Franco Garbelotto**, currently Public Affairs and Communications Manager, will take on the role of **Deputy Secretary General as of 1 January 2026**, supporting the strategic and operational management of the Association alongside the Secretary General.

To further reinforce its Secretariat and expertise, FEDIAF has also **appointed a new Technical Director**, who will **join the team on 1 December 2025**. An official announcement will follow in due course.

These appointments reflect FEDIAF’s ongoing commitment to **strengthening its leadership team** and ensuring a **coordinated, forward-looking approach** to representing the European pet food industry at EU level.



FEDIAF also wishes to express its sincere thanks to **Wouter Lox**, who has led the organisation on an interim basis and continues to ensure a smooth transition to the new leadership team.

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### About FEDIAF

FEDIAF – The European Pet Food Industry Federation – represents national pet food associations and companies from across Europe. Guided by its three strategic pillars — Safe & Nutritious Pet Food, Pets in Society, and Sustainability from Farm to Bowl — FEDIAF works closely with EU institutions, regulators, and stakeholders to ensure the highest standards of safety, quality, and sustainability in pet food production.

### For more information:

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