



NEWS RELEASE – Contact Tori Miller at +1 703 373 4300

## **Global Cold Chain Alliance Partners with European Cold Storage and Logistics Association**

ALEXANDRIA, VA, June 4, 2009 – The Global Cold Chain Alliance (GCCA) has signed an agreement for the European Cold Storage and Logistics Association (ECSLA) to become an Affiliate Partner of GCCA.

The partnership allows the two organizations to offer expanded programs and services to European national cold storage associations and European cold storage companies.

GCCA and ECSLA will work together to increase the number and scope of industry meetings in Europe and hold these meetings together to build new networking and training opportunities, and expand industry development opportunities.

“GCCA and ECSLA have worked side by side for many years, and through this agreement we are now moving in a common direction,” explains GCCA President and CEO Bill Hudson. “The cold storage industry is increasingly integrated across the globe, and this partnership will provide the European cold storage industry with access to the worldwide resources of GCCA, including our four global offices strategically located around the world.”

ECSLA President Wim van Bon from The Netherlands adds, “ECSLA plays a critical role in lobbying for industry interests in Brussels and providing a network for the many national cold storage associations across Europe. This new partnership gives us even more clout and allows us to take advantage of the economies of scale that GCCA offers.”

National cold storage associations in Europe will be listed in the comprehensive Global Cold Chain Directory, which is published by GCCA and distributed to food companies and cold chain-related organizations across the globe. These national associations and their members will also receive the popular *Cold Connection* eNewsletter, published by GCCA’s Core Partner the International Association of Refrigerated Warehouses, and the European *e-Cold Facts* eNewsletter.

Both organizations will work to promote mutual membership interests. With both organizations working together, this partnership can effectively represent an expanding membership across the European continent.

ECSLA will continue to provide representation of the national associations and European cold storage industry to the European Union in Brussels and other government entities in Europe.

The World Food Logistics Organization (WFLO), one of the Core Partners of GCCA, has conducted several industry development projects in Europe and has fostered the development of new national cold storage associations around the world. GCCA and ECSLA will work together to build new national associations in Europe and solicit funding from the European Union to help WFLO conduct further development work in Europe.

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Comprised of its Core Partners, including the International Association of Refrigerated Warehouses, the World Food Logistics Organization, the International Refrigerated Transportation Association, and the International Association for Cold Storage Construction, the Global Cold Chain Alliance (GCCA) represents all major industries engaged in temperature-controlled logistics. GCCA unites partners to facilitate communication, networking, and education for the perishable food industry. For more information about GCCA, visit [www.gcca.org](http://www.gcca.org).