**6th November 2024**

**Fujifilm announces leadership transition in Benelux region**

Fujifilm Europe today announces an important leadership change in the Benelux region, as part of the company’s ongoing efforts to enhance its business operations across Europe. Effective from 1st October 2024, Olivier Wellens will take over the role of Country Manager for Benelux, succeeding Jaap Van Duren, who will retire on 31st March 2025, after a distinguished career with Fujifilm.

Jaap Van Duren, who joined Fujifilm in 2006 following the acquisition of Profisol BV by Sericol, has been a pivotal figure in driving the company’s success in the Benelux market, particularly in the wide format segment. His leadership has been instrumental in establishing Fujifilm as a prominent player in the region, with significant contributions to the company’s growth and market presence.

In his new role, Olivier Wellens will lead Fujifilm’s operations across the Benelux region, continuing to build on the strong foundation laid by his predecessor. Olivier will report directly to Taku Ueno, Senior Vice President of the Graphic Communication and Device Technology Divisions at Fujifilm Europe.

Olivier Wellens brings with him a wealth of experience in the graphic communications industry and is well-positioned to lead Fujifilm’s next phase of growth in the region. As the company continues to expand its product offerings and capitalise on new market opportunities, Olivier’s leadership will be key in ensuring Fujifilm’s continued success in Benelux.

This transition aligns with Fujifilm’s strategic goals of streamlining its business operations and accelerating growth in its wide format, production printing and packaging divisions, following its success at drupa 2024.

Taku Ueno, Senior Vice President of the Graphic Communication and Device Technology Divisions at Fujifilm Europe, comments:

“We would like to extend our deepest gratitude to Jaap for his unwavering commitment and exceptional leadership throughout his time at Fujifilm. His contributions have been invaluable in driving our success in the Benelux region, particularly in strengthening our position in the wide format segment. Jaap's dedication and strategic insight have helped establish Fujifilm as a trusted and leading brand in the market. We wish him all the best in his well-deserved retirement. We are confident that Olivier will continue to build on this legacy, driving further success and innovation in the region. His experience and leadership will be instrumental as we enter an exciting new phase of growth.”

**ENDS**

**About FUJIFILM Corporation**

FUJIFILM Corporation is one of the major operating companies of FUJIFILM Holdings. Since its founding in 1934, the company has built up a wealth of advanced technologies in the field of photo imaging, and in line with its efforts to become a comprehensive healthcare company, Fujifilm is now applying these technologies to the prevention, diagnosis and treatment of diseases in the Medical and Life Science fields. Fujifilm is also expanding growth in the highly functional materials business, including flat panel display materials, and in the graphic systems and optical devices businesses.

**About FUJIFILM Graphic Communications Division**

FUJIFILM Graphic Communications Division is a stable, long-term partner focussed on delivering high-quality, technically advanced print solutions that help printers develop competitive advantage and grow their businesses. The company’s financial stability and unprecedented investment in R&D enable it to develop proprietary technologies for best-in-class printing. These include pre-press and pressroom solutions for offset, wide-format and digital print, as well as workflow software for print production management. Fujifilm is committed to minimising the environmental impact of its products and operations, proactively working to preserve the environment, and strives to educate printers about environmental best practice. For more information, visit fujifilmprint.eu or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

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