

## FISH FEED AND CHAMPAGNE IN MONACO

Hans Erik Bylling, CEO and owner of Aller Aqua, recently returned from the competition EY World Entrepreneur Of the Year 2018 (WEOY). The competition took place in Monaco where sunshine, yachts, champagne and expensive hotels added glamour to the event.

Hans Erik Bylling was in Monaco with Aller Aqua's co-owners Henrik T. Halken and Carsten Jørgensen, as well as his son, Anders C. Bylling. Anders is the CEO of Aller Aqua Qingdao, the company's Chinese factory, as well as 4<sup>th</sup> generation in the family owned company.

"I know fish feed is not the most sexy product, but when you look at what we can achieve together with our customers and the aquaculture sector as a whole, it suddenly gets very interesting," explains Hans Erik. The visit to Monaco has been positive: "It is quite an experience to participate with so many skilled business people, all with amazing stories. We have learnt a lot, and we got many new contacts. We have returned to the office in Aller feeling inspired. We are also pleased with the positive publicity, for us as a company, but also for the aquaculture sector as a whole. I hope that the increased focus on aquaculture will open the public's eyes to the fact that aquaculture is a sustainable way of producing meat. We use fewer resources than any other meat production."

Hans Erik concludes that he did not need to win the competition to feel proud of the result. He is already proud of the Southern Danish and the Danish national Entrepreneur Of the Year award, as well as of the price for Globalization. Hans Erik explains that it has been both interesting and challenging being part of the large-scale event in Monaco. The glamour is far from everyday life in Aller.

WEOY took place for the 17<sup>th</sup> time, and 46 countries took part in the event, which is described as the Oscars for business people. Hans Erik Bylling won the Danish competition based on the company's fast growth over the last few years, the positive work with UN's 17 Sustainable Development Goals and the entrepreneurial spirit in the company.

Winner of World Entrepreneur Of the Year 2018 was Rubens Menin from Brazil, owner of MRV Engenharia, a real estate company with 24,000 employees.



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### FACTS:

Aller Aqua Group is a Danish group with headquarters in Christiansfeld. The company produces fish feed for more than 60 countries worldwide, from factories in Denmark, Poland, Germany, Egypt, Zambia and China. All in all, the company employs more than 300 people, and has a total turnover in the region of DKK 1 billion.

*From left to right: Henrik T. Halken (COO/CPO of Aller Aqua Group), Hans Erik Bylling (CEO and owner of Aller Aqua Group), Anders Bylling (CEO of Aller Aqua Qingdao) and Carsten Jørgensen (CFO of Aller Aqua Group).*