



News release
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AB VISTA LAUNCHES FINASE® EC IN TIME FOR VIV EUROPE 2010

AB Vista successfully launched Finase® EC, a second generation bacterial phytase, to the European market at this year's VIV Europe in Utrecht, the Netherlands. The EU registration is the latest step in what has become an extremely successful launch phase for Finase® EC, following registrations in Brazil and Chile in 2009.

Hindered by the Icelandic volcano eruption, which occurred just days before the event, AB Vista representatives were forced to drive across Europe to the event. Ari Kiviniemi, Rob ten Doeschate, Paul Steen and Caroline Oram managed to join more than 2,000 other exhibitors at the show. AB Vista's presence was well-received and, although the number of visitors was severely depleted at just 10,445 for the three days, the show proved an excellent meeting opportunity.

Commenting on the event, Ari Kiviniemi, AB Vista's Global Sales Director, said: "We were able to capitalise on the reduced number of visitors at the show as it enabled us to spend more time with delegates, discussing individual requirements."

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