

For immediate release

28/03/2022

### **Andrés Velásquez Takes Over as CIOPORA's Director of PR & Communications**

**Hamburg, March 28** – Andrés Velásquez is the new Director of PR and Communication at CIOPORA, the International Association of Breeders of Asexually Reproduced Horticultural Varieties. With a strong background in journalism, classic PR, and digital communications, the Chilean native will now be in charge of CIOPORA's communications.

For over a decade, Andrés has developed his professional career in different companies and agencies, responsible for the creation, development, and maintenance of such brands as IBM, Scania, SMU, Xiaomi, to name just a few. Having worked with a broad range of target groups, both in commercial and political landscapes, he has a successful track record of activation and maintenance of online and offline communication channels.

“Among industry organizations of the global horticulture, CIOPORA has a unique focus on the protection of plant breeders' Intellectual Property rights. Moving forward, we would like to concentrate on the growth of CIOPORA's global community and outreach to new stakeholders, raising awareness towards Plant Breeders' Rights among the players of global horticulture, and strengthening CIOPORA's relations and information exchange with the competent authorities”, Andrés says.

“We are excited to have Andrés join the CIOPORA team and to further develop CIOPORA's global outreach with the help of his expertise and under his leadership. Andrés is a great match for our international team that comes from all corners of the world and speaks a dozen of languages – a perfect reflection of CIOPORA's highly diverse member base”, says CIOPORA Secretary General Dr. Edgar Krieger.

Andrés Velásquez replaces Anna Kaehne, who has held the position since 2018 and has established strong relationships with different stakeholders around the world. “I am truly grateful for Anna's valuable contribution to the CIOPORA team. Her in-depth knowledge of the breeding sector and plant IP mechanisms has enabled CIOPORA to make substantive improvements across its different communication channels, both internally and externally”, Dr. Krieger added.

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## Materials/Downloads:

- [Portrait of Andrés Velasquez](#)
- [CIOPORA logos](#)
- [Meet the CIOPORA team](#)

CIOPORA on LinkedIn: <https://www.linkedin.com/company/ciopora>

CIOPORA on Twitter: [@CIOPORA\\_IP](#)

CIOPORA on Facebook: <https://www.facebook.com/CIOPORA>

## **CIOPORA: Uniting Breeders, Protecting Innovation. [www.ciopora.org](http://www.ciopora.org)**

**CIOPORA** is the International Association of Breeders of Asexually Reproduced Horticultural Varieties. Breeders of such varieties account for two-thirds of all Plant Variety Rights (PVR) titles in the world. For over 60 years, CIOPORA has represented these breeders in all matters of Intellectual Property (IP) protection and aims to foster an environment in which the innovation of these breeders can flourish. CIOPORA is a member-based, non-profit organization. [www.ciopora.org](http://www.ciopora.org)

**The CIOPORA Academy** is a specialized international education program on IP for plants tailored to the needs of the green sector. The formats include small-group workshops and live webinars. Our learner community consists of plant breeders and other participants of the horticultural value chain, as well as IP lawyers and patent attorneys. With its unique workshop and webinar programs frequented by over 500 professionals from over 25 countries, the CIOPORA Academy aspires to be a global reference program on IP for the green business. [www.ciopora-academy.org](http://www.ciopora-academy.org)

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