



Press release

Pierre Alain Baron De Smedt, honorary chairman of Deceuninck NV, passed away last Saturday at the age of 75 after a long illness



We are deeply saddened and feel defeated by the passing away of our honorary chairman Pierre Alain De Smedt.

Deceuninck has known Pierre Alain since 1985. He then became a member of the Board of Directors of Deceuninck. In 1985, when the company prepared its IPO on the Brussels stock exchange, it was seeking to appoint a director with industrial experience. Curious and driven as he was, Pierre Alain did not hesitate to accept this challenge. Pierre Alain did however have to resign from the Board of Directors in 1990 when he left for Brazil and assumed the role of CEO of Volkswagen.

After the passing away of Roger Deceuninck, whom Pierre Alain greatly admired, Pierre Alain was asked to become a Board member again. Once more Pierre Alain took his responsibility and accepted. At the beginning of 2009, he became chairman of Deceuninck; he would stay on as chairman until 2016.

The economic and financial crisis of 2009 hit Deceuninck extremely hard. Thanks to Pierre Alain's charisma, drive, optimism and his belief in the successful outcome, he managed to guide Deceuninck through the crisis. He has also been a constant support for Deceuninck's management.

Anyone who knew Pierre Alain, knows that he would prefer to stay in the background. He had a clearly defined goal in mind and wanted to achieve that. All his life his motto was "Nothing is impossible" and "More is Better". The mission was hard work, behind the scenes and far from the spotlight.

His warm personality will be missed. Deceuninck loses a loyal supporter.

We wish the family of Pierre Alain a lot of strength in these days of sadness.

Francis Van Eeckhout, CEO
Paul Thiers, Chairman of the board of directors