

## A resolutely proactive **GEPPIA** for 2021

*Aware of the changing needs of its members, the GEPPIA Management entrusts Pierre CHEVALIER, a recognized packaging machines expert, with the conduct of its collaborative transformation.*

Keeping the GEPPIA DNA, and its current services, while operating an evolution of its strategic positioning, this is the challenge entrusted to Pierre CHEVALIER who joins the team of Jean-Marc Doré, Chairman and Founder of this trade association of national manufacturers of process, conditioning and packaging machines, leader in France as much by its representativeness as by its concrete actions of support to its members (cumulative turnover of 1.8 million for more than 9,000 employees).

**Pierre Chevalier**, 51 years old, graduated from ESTA (1991) and CESIn (1992) is Burgundian, and proud to be, passionate about sports since always, married and father of 4 children, he claims a strong professional ethics. He has a broad industrial culture in general and a real passion for the management of new products in particular.

After a first success story in what was not yet called a startup at the time (automotive sector - from 1 to 18 people in less than 24 months), Pierre Chevalier discovered the jobs of packaging mechanization with the founders of Cermex during a dozen years, when the company was still independent and listed on the stock exchange, before it joined Sidel.

In 2007 he decided to leave the wage-earning world to try different entrepreneurial adventures, while being for five years senior lecturer at the packaging engineering school in Reims in charge of the techniques of mechanization of the packaging. He also worked as a volunteer President of the regional packaging sector, boosting it with a doubling of members in six years.

Today, even though his patent management activity linked to his mechanical innovations and eco-designed packaging remain current within his company NEXO tech, in which he operates several licenses with a network of friends and partners, it is with the GEPPIA that he intends to deploy his energy and his pugnacity on a daily basis.

In 2019, he carried out a positioning study among some thirty GEPPIA members, which raised around 100 customer voices. It emerged that the GEPPIA, although acclaimed for its responsiveness and sense of service, could improve its offer by making it more readable and increasingly collaborative through several structuring ideas. It is for this reason that GEPPIA decided to implement a new strategy and build on a new business model.

An ambitious action plan is being rolled out, wcomprehend  
ith a triple “co”:

- **comprehend as much as possible our actual and future world,**
- **(e)co-innovate with accuracy,**
- **co-animate the end users markets with the GEPPIA members, manufacturers of process and packging machines**

... in a logic of resilience where the human is at the heart of the project. From 2021, these new projects and first tools associated with each of these strategic axes will be launched, including a major action with the support of [BPI France](#) (French organization for financing and business development) which will be a major first in France in the areas of B2B equipment goods.

In this period so special that we all live, it is by entrusting to Pierre Chevalier the implementation of these special operations that Jean-Marc Doré (Président of GEPPIA) and Laurent Chasset (General Manager of GEPPIA) intend to increase the enduring strength of the network through this adage, which is more topical than ever: “**to work together to win together**”. A whole program...

**Download** Pierre Chevalier’s picture **here:** <https://dl.geppia.com/presse/pchevalier.jpg>

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## About GEPPIA

The french trade association for food (and non-food) Processing and Packaging technologies aims to help French manufacturers of process machines, to develop by creating technical, economic and commercial synergies.

The GEPPIA now has 150+ members, including 80 French OEMs of machinery and peripheral equipment which, with 9,000 employees, generates a cumulative turnover of €1.8 billion (45% of which is exported) and 60 members international industrial suppliers of components and integrated services by OEMs.

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