



The Association of Manufacturers
of Domestic Appliances

AMDEA MEDIA RELEASE

For immediate release: 17 February 2020

AMDEA Board appointments and new line-up for 2020

AMDEA welcomes three new members to its Board for 2020.

This spring Gunjan Srivastava, the incoming CEO of BSH, UK and Ireland, will join Luke Harding, the newly-appointed Electrolux General Manager, UK and Ireland and Dan Harvie, Samsung Vice President and Head of Domestic Appliances for UK & Ireland.

These new members will sit alongside recent appointees Rebecca DeNiro, Dyson MD, GB and Ireland, and Matthew Lang, Vestel UK MD, on the 20-member Board chaired by Teresa Arbuckle, Beko, MD UK and Ireland.

AMDEA CEO Paul Hide commented: "I'm delighted AMDEA continues to enjoy the close engagement and support at the highest level from a broad cross section of our membership. The leadership, direction and governance provided by our highly-competent and experienced Board is critical to ensuring we continue to represent our members' interests across the full scope of our activities. Together we will underpin AMDEA's pro-active support for a vibrant UK Domestic Appliance industry."

Mr Hide added his thanks to two big industry names, Andreas Meier of BSH and Peter Spencer of Electrolux, who have stepped down from the Board to take on new senior assignments within their respective organisations.

Ends

Notes to editors

- 1- [AMDEA](#) is the UK trade association for manufacturers of large and small domestic appliances; representing over 85% of the domestic appliance industry and nearly 90% of white goods brands. Members' products include most of the UK's top selling brands of major white goods, other large and small kitchen appliances, heating, water heating, floor care, waste disposal and ventilation equipment.
- 2- Portrait mages attached of Gunjan Srivastava, the incoming CEO of BSH, Luke Harding, Electrolux General Manager and Dan Harvie, Samsung Vice President and Head of Domestic Appliances.

Contacts for further details, interviews and comment:
AMDEA Press Office,
Dee Fernandes, Philippa Dovar or Moira Whittle
Tel: 020 7722 9034 / 07887 648434
Email: amdeapress@bfipr.co.uk

