



Name: Catherine Piana

Job Title: Director-General

Association: EVA/WVA

Country: Belgium

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Professional background:

- Catherine Piana has been the Director-General of the European Vending Association since 1997. In her capacity as DG, she has been dealing with a wide range of European policy issues, including CE-mark Directives, the Euro, food law, hygiene, health and wellness. Between 1997 and 2002, Catherine oversaw the preparation and the smooth introduction of the euro into the vending industry, and brought together detailed expertise in the area of coin and note validation.

- In 2004 and 2005, Catherine led the project in the setting up of the Worldwide Vending Association with the US Vending and Coffee Service Association, NAMA, which resulted in the official launch of the WVA in 2005.

- Before joining the representation of the European Vending Industry, Catherine worked for 7 years at EuroCommerce, the European retail, wholesale and international trade organisation, where she was the Advisor to the Secretary General for the euro, payment cards and public relations.

- Catherine Piana has a Masters Degree in Translation in English and Italian, and holds an MBA (Falconsbury). She can communicate in 6 languages.