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# Ulrich Adam, Director General - spiritsEUROPE

# Ulrich Adam has been Director General of spiritsEUROPE since January 2018

# Prior to joining spiritsEUROPE, he was Secretary General of the European Agricultural Machinery Industry Association (CEMA) from 2013 until 2018.

# Previously, he worked for 9 years in the Brussels office of the international consultancy firm Hill+Knowlton Strategies, advising a wide range of companies and associations on EU legislation, with a particular focus on EU policies in the areas of food, health and agriculture.

A German national, Ulrich holds a PhD and MPhil degree in History and Social and Political Sciences from Cambridge University (UK).