

**CONTACT:**  
Sabina Reiner  
Selecta Cut Flowers S.A.U.  
Phone: +49 (0) 711 953 25 81  
Fax: +49 (0) 711 953 25 40  
E-mail: [sabina.reiner@selectacutflowers.com](mailto:sabina.reiner@selectacutflowers.com)



## PRESS RELEASE

### Selecta New Face

BARCELONA, BOGOTA - **David Abuchar** has played a key role as Sales Manager in developing Selecta Colombia from its nucleus to a well-known and trusted supplier of the Colombian flower industry. We are very thankful for his efforts and accomplishments. We wish him and his family all the best in their new life, leaving for Europe, where he will be based in Belgium, having assumed a position promoting South American fruit products.



We are happy to announce that **Oscar Cuartas** will follow up as Sales Manager of Selecta Colombia. Oscar is an agronomic engineer with experience in the field, as well as more than a decade of experience in sales and marketing. He is very familiar with Colombia and South and Central America. He also travelled to Africa, which enables him to understand the differences in terms of competitive advantages of those two main regions growing cut flowers for the world markets. Oscar has been able to collect profound knowledge of various areas, such as breeding, cutting, and cut flower production. His special area of expertise is carnations, which is one of Selecta's core crops. Oscar will be in charge of South, Central, and North American market. We are proud to have Oscar Cuartas join our team. We trust that readers in his territory whom he will soon be in contact with will find him a professional partner, helping you to succeed in your business. You can reach him at [o.cuartas@selectacolombia.com](mailto:o.cuartas@selectacolombia.com)

#### ***About the company:***

Selecta Cut Flowers serves their customers with excellent genetics of various cut flower species. Our products, combined with our market-leading service and technical support, will provide growers with the best solution to meet their needs. To discover more, go to [www.selectacutflowers.com](http://www.selectacutflowers.com).

- END -