



WBFSH
DEPARTMENT STRUCTURE
2024

DEPARTMENT OF THE PRESIDENT

PRESIDENT: OVERSEE THE GENERAL MANAGEMENT OF THE WBFSH & THE COORDINATION OF THE ACTIVITIES OF THE DEPARTMENTS, PUBLIC REPRESENTATION OF THE WBFSH, CONTACT TO MANAGER AND THE BOARD

GENERAL MANAGER

SUPPORTIVE FUNCTION FOR VARIOUS WBFSH INITIATIVES AND PROJECTS (MARKETING, TRACEABILITY, STATE OF THE INDUSTRY REPORT, FEI-WBFSH DATA EXCHANGE, ETC)

COLLABORATION WITH ALL DEPARTMENTS, OVERSEEING WBFSH PROJECTS IN GENERAL, AS WELL AS ADDITIONAL DEDICATED TASKS, & CONTACT TO MEMBER STUDBOOKS

Dept DEVELOPMENT: NZHS & BHHS

TARGETS THE STUDBOOKS & BREEDERS, CARRIES OUT INITIATIVES TO AID INDUSTRY DEVELOPMENT & PROVIDE MEMBER SERVICES

Collaboration with Dept of MARKETING, as well as SPONSOR AGENT for harmonised execution of projects

Dept MARKETING, PROMOTION, COMMUNICATIONS: AES & KWPN

MARKETING STRATEGY, DEVELOPEMNT OF MARKETING TOOLS & EXECUTION OF STRATEGY

Collaboration with Dept of DEVELOPMENT & SPONSOR AGENT for strategy alignment

Dept BREEDING: SBSF

INITIATIVES FOR BREEDING DEVELOPMENT & SAFEGUARDING THE INDUSTRY THROUGH USE OF GBP (GOOD BREEDING PRACTICE)

Dept of SCIENTIFIC COLLABORATION: DWB

COORDINATION OF PROJECTS OF SCIENTIFIC RESEARCH

Dept EXTERNAL COOPERATION: NF-GER

CONTACT TO RELEVANT STAKEHOLDERS IN THE INDUSTRY, IN COLLABORATION WITH THE MANAGER

WBFSH OFFICE

ADMINISTRATIVE TASKS & ADMIN

MEMBER CORRESPONDENCE

PRESS & SOCIAL MEDIA

GENERAL ASSEMBLY AND OTHER EVENTS

WEBINARS

Dept FINANCE: BWP

FINANCIAL AFFAIRS

Collaboration with other departments for initiatives for additional sources of income: revenue through projects, crowd-funding, sponsorships