



IDF EXTENDS ITS GLOBAL REACH THROUGH A MULTILINGUAL WEB PLATFORM

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Brussels, 3rd September 2009 - The IDF website is now mostly available in French and Spanish.

Availability of web content in other languages will facilitate the visitors' access to IDF messages and will enable the international dairy community to take better advantage of IDF benefits and opportunities.

"Multilingual communications will help us do a better job in delivering our messages to various audiences. We wish to ensure widespread awareness of what IDF offers and we are promoting our mission and service in high collaboration with the dairy industry", added Christian Robert, IDF Director General.

Additionally, we aim at providing our members with an efficient means to promote IDF internationally. "For IDF, the multilingual website is an efficient communication and promotional tool to reach additional international markets. It provides a high impact and innovative way of boosting our international presence," he explains.

IDF will continue to work towards enhancing the use of modern technology in order to increase the efficiency and impact of its work, consequently improving its services and performance for the benefit of the dairy community worldwide.

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Note to editors:

- The International Dairy Federation is the pre-eminent source of scientific and technical expertise for all stakeholders in the dairy chain.
- Growing IDF membership accounts for about **86%** of the world's total milk production.
- The IDF World Dairy Summit 2009 under the theme "United Dairy World 2009" takes place in Berlin, Germany, 20-24 September 2009. Environment, energy sources and technological innovation with regard to milk supply and dairy processing will be key elements addressed at the IDF World Dairy Summit 2009. More information can be found at www.wds2009.com