

**PRESS RELEASE - IPA EUROPE AND RASCI SIGNED A
COLLABORATION AGREEMENT ON PROBIOTICS IN ROMANIA**

29/11/2022

IPA Europe (International Probiotics Association - Europe) and RASCI (Romanian Association of the Self-Care Industry) have signed a collaboration agreement. RASCI (Romanian Association of the Self-Care Industry) is a national non-profit association, based in Bucharest, whose mission is to support the collaboration between manufacturers, importers, and distributors of over-the-counter (OTC) products, and food supplements on the Romanian market in order to preserve and improve the self-care industry and to promote their legitimate interests.

The two associations will share their expertise in developing initiatives to raise awareness of probiotics and will engage in a dialogue for the recognition of a clear status for probiotic foods and food supplements in the EU, and in Romania in particular. The purpose is to collaborate and support common objectives in line with applicable legislation and best practice, in interactions with competent authorities for communication activities and legal proposals in the field of probiotics.

The objectives of this collaboration also include the development of voluntary standards and guidelines, as well as ensuring better understanding and communication of probiotics to consumers.

Contact Information:

Rosanna Pecere

Executive Director IPA Europe

r.pecere@ipaeurope.org



¹ IPA Europe is the European chapter of IPA, the International Probiotics Association; it was established in Brussels in 2015. The members of IPA Europe are Companies directly engaged in the manufacture of probiotic cultures or probiotic foods, supplements, and nutritional or therapeutic products in Europe. The IPA Europe mission is: to gain acceptance of the term “probiotic” throughout Europe as a defined category and to create a favorable environment for probiotics in Europe.