

21 October 2005

ASI Presence in India Market

The American Sheep Industry Association (ASI) is pleased to announce that Sudhakar Hardas will be representing the American sheep industry as an ASI wool consultant in India.

Hardas will assist ASI in the development and servicing of the Indian market for U.S. raw and semi-processed wool and wool products, as well as sheepskins. He will be based in Mumbai, India.

"This appointment underlines the importance ASI places on the potential for India to significantly expand the use of U.S. wool and sheepskins in their growing textile industry," said Rita Kourlis Samuelson, deputy director of operations and wool marketing director for ASI. "Hardas has a strong background in the technical, commercial and marketing aspects of wool in India and will be a great addition to our marketing team."

Hardas will begin his duties on Nov. 1, 2005.

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