

# Ceuta Holdings and VBM Associates announce strategic partnership

Submitted by: Ceuta Group

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Today, Ceuta Holdings and VBM Associates Limited, a UK-based international management advisory business, announced the establishment of a new strategic partnership. This partnership will provide Ceuta Group's clients access to one of the industry's most respected boutique advisory practices.

VBM Associates specialise in helping organisations around the globe develop and implement pragmatic business solutions to maximise and sustain long term profitable growth. They offer strategic, organisational and operational expertise across a range of sectors including consumer healthcare and FMCG. They have built exceptional relationships with some of the leading national and global players in the industry and count a number of large multi-nationals and SMEs among their clients.

This exciting partnership forms part of Ceuta Group's strategy to continuously enhance the value they offer to their clients through their unique Integrated Platform of services.

Edwin Bessant, Ceuta Group CEO said: "VBM Associates have been a go-to practice in the consumer healthcare and FMCG industry for over a decade, with a reputation for delivering exceptional results for their clients. This strategic partnership offers our clients the expertise of a team who will help them make better strategic choice to improve the operational effectiveness of their business."

Steve Neill, Senior Partner at VBM Associates echoes Edwin's comments: "We are very excited to enter into a strategic partnership with Ceuta Group. We believe that the opportunity to work together will enable both companies to enhance their client offerings and deliver even greater impact and value."

VBM Associates will continue to operate as an independent organisation and work closely with companies across Ceuta Group to collectively support and drive outstanding results for their clients.

## ABOUT CEUTA GROUP

Ceuta Group is a global, consumer brand services organisation working with some of the most dynamic businesses in the Health & Personal Care and Food & Drinks industries. Established for 24 years, Ceuta Group is made up of 13 specialist companies with offices in the UK, Ireland, USA, The Netherlands and Thailand. Through its unique Integrated Platform, Ceuta Group offers a unique collective of services, delivering a singular solution to enhance, grow and support the brands they represent. From brand strategy development and creative design to channel sales and distribution, right through to influencing consumers and shoppers' purchase decisions, they have the services to meet their clients' needs and to realise their ambitions for the success and profitability of their brands. For additional information, please visit: [www.ceutagroup.com](http://www.ceutagroup.com) (<https://www.ceutagroup.com/>)

## ABOUT VBM Associates

VBM Associates is an international management advisory firm specialised in helping organisations around the globe develop and implement pragmatic business solutions to maximise and sustain long term profitable growth. The practice's expertise lies in providing strategic, organisational and operational support to companies across a range of sectors including consumer healthcare and FMCG, through deep sector expertise, highly experienced consultants and the application of leading edge technology. For more

information, please visit: [www.vbm-associates.com](http://www.vbm-associates.com) (<http://www.vbm-associates.com/>)

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