# 7 June 2023

**MCIA announces the Appointment of New Board Member**

Medicinal Cannabis Industry Association is pleased to announce the appointment of Peter Koetsier to the board of directors.

Peter is the Chief Executive Officer of Cann Group Limited, Australia’s first commercially licensed medicinal cannabis cultivator and manufacturer. Peter boasts more than 30 years of general management, marketing, and commercial leadership roles within global pharmaceutical companies.

Peter Crock, MCIA Chair said “MCIA is pleased to welcome Peter to the Board, bringing with him a strong pharmaceutical and business perspective. It is important to ensure that, as the peak industry body, the Board of the MCIA has the relevant skills to support the continued growth of the industry.”

The Board look forward to continuing to represent the mutual interests of members and stakeholders to build a professional industry based on legitimacy, credibility, and recognition for the Australia sector in domestic and international arenas.

**Media contact:**Peter Crock, Chair, MCIA Patty Holmes, Executive Officer, MCIA   
0419 307 467 0408 200 938

**About MCIA:**

MCIA is the peak industry organization and voice for Australia’s medicinal cannabis industry. Our focus is on building a legitimate industry that enhances wellbeing through facilitating access to quality Australian medicinal cannabis products for Australian and global patients. MCIA provides stewardship for an economically sustainable and socially responsible industry that is trusted and valued by patients, the medical community and governments. The Australian industry and its products are built on sound science and underpinned by industry processes and standards that ensure patients, the medical community and governments have confidence in the sector and its products.

More information is available at: [www.mcia.org.au](http://www.mcia.org.au/)

**About ACannabis:**

ACannabis Conference and Exhibition is hosted annually by MCIA. Covering cultivation, manufacturing, products and patients, the conference will examine innovations in research, compliance, regulations, education, and technology. ACannabis brings together participants from across the medicinal cannabis ecosystem, including policy makers, regulators, researchers, global leaders, healthcare professionals, patients and industry participants. In 2023, ACannabis is held over 14- 15th March, CENTRPIECE, Melbourne.

Registrations at [www.acannabis.com.au](http://www.acannabis.com.au)