

For Immediate Release

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**KELLEN EUROPE and AGEP join forces and become
Brussels foremost Association Management Company**

Brussels, (March 17th, 2014) – Kellen Europe and AGEP, the two leading Brussels’ based Association Management Companies, today announced that they have joined forces. Kellen Europe and Kellen AGEP, both formed 25 years ago, have established a prominent presence in Brussels providing professional services to associations; including Association Management, Strategic Advice, EU Affairs, Public Relations, Communications and Conference Management.

With this acquisition the Kellen Company becomes the largest management firm for associations in the food industry in the European Union as well as on a global level with offices in the US, Europe and China. Kellen has strategic alliances in the Middle East, Asia and Latin America.

“Despite many challenges, associations remain a stable factor in times of political and economic uncertainty”, said Alfons Westgeest, Managing Partner of Kellen Europe and Kellen AGEP. He continued: “Through this merger, we offer our clients a true window on the world and make sure they remain relevant, not only on a European but also on an international level. It is essential for European associations not only to focus on what happens in Brussels but increasingly in the member states. In addition, they need to be aware of global developments in trade agreements and regulatory issues, which increasingly influence our associations’ agendas. We are excited to have strengthened our position in Brussels and expand the scope of our clients.”

Alfons Westgeest is Managing Partner of both Kellen Europe and Kellen AGEP. Alain Beaumont, AGEP’s former Managing Director will act as a strategic advisor to ensure a smooth transition.

For more information visit www.kelleneurope.com or www.agep.eu or contact Ms. Nele Devolder NDevolder@kelleneurope.com.

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About Kellen Europe and Kellen Company

Kellen Europe, a division of Kellen Company, provides association management, strategic advice, communications, government affairs, benchmarking studies, Internet services and other professional advice to associations and corporations worldwide. Over the last 25

Atlanta, Beijing, Brussels, Chicago, New York and Washington, D.C.

years, Kellen Europe has gathered considerable expertise that enables the company to rapidly anticipate the needs of emerging or existing associations and to provide tailored organizational solutions. Kellen's office in Brussels also hosts and manages the representation of U.S.-based associations in Europe. For more information, please visit www.kelleneurope.com

In North America, Kellen Company provides association management, strategic consulting, government relations, communications, meeting management and other professional services to associations, not-for-profit organizations and corporate entities. Kellen Company works with more than 10,000 companies and 100,000 professionals worldwide, through the more than 100 client associations it serves. In addition to Kellen Europe, based in Brussels, Kellen has offices in Atlanta, Chicago, Denver, New York, Washington, D.C., and Beijing. For more information, visit www.kellencompany.com.