



FOR IMMEDIATE RELEASE

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Kellen Europe congratulates the 'European Small Business Alliance' as the winner of the 2010 European Public Affairs Award in the category 'Trade Association/Professional Body of the Year'.

Brussels November 8th, 2010: The third edition of the European Public Affairs Awards Ceremony was held on 4 November 2010 in Brussels. Since the inaugural edition in 2008, Kellen Europe, the premier association management company, has been committed to sponsor and present the Award in the category "Trade Association/Professional Body of the year".

Alfons Westgeest, Managing Partner of Kellen Europe said "By sponsoring this category of the Awards Kellen Europe continues to support excellence in the management of associations and professional societies. Kellen delivers association management services to its clients with very similar goals in mind.

The three final nominees in this category this year were: AmCham EU – the American Chamber of Commerce to the European Union, ESBA – the European Small Business Alliance (ESBA) and PlasticsEurope.

The Award went to ESBA. Patrick Gibbles, Brussels representative of ESBA said: "*We are extremely pleased about having received the EPA 2010 award for Trade Association of the Year. ESBA has worked hard towards sensitizing the Institutions that the administrative burdens from EU legislation really do weigh heaviest on micro-companies. Hearing the word 'micro', people tend to overlook that this category of businesses makes up more than 91% of all EU businesses, employing more than two thirds of the EU workforce. I believe that the fact that all noses within ESBA are pointing in the same direction has been a key factor to our success*"

Kellen Europe also congratulates the winners in the other categories of the EPA Awards 2010.

-----**About Kellen Company**-----

Kellen Company currently serves more than 100 client associations representing over 10,000 companies from its five offices worldwide. Among the services Kellen offers are association management, government affairs, public relations, strategic advice, meetings management, creative communications and Web site development and marketing.

Kellen Company is the premier global association management firm with offices and representation in the United States, Europe, China, the Middle East, India and Southeast Asia

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