



The Keys To Success

BENCHMARKING & ECONOMICS is a service dedicated to trade associations, non-governmental organisations, public institutions, and multinational companies that want to transform market and business data into market and business knowledge, bring added value to their stakeholders, understand the impact of the decisions from the EU on their businesses, and want to position themselves as a proactive interface vis-à-vis the EU institutions.

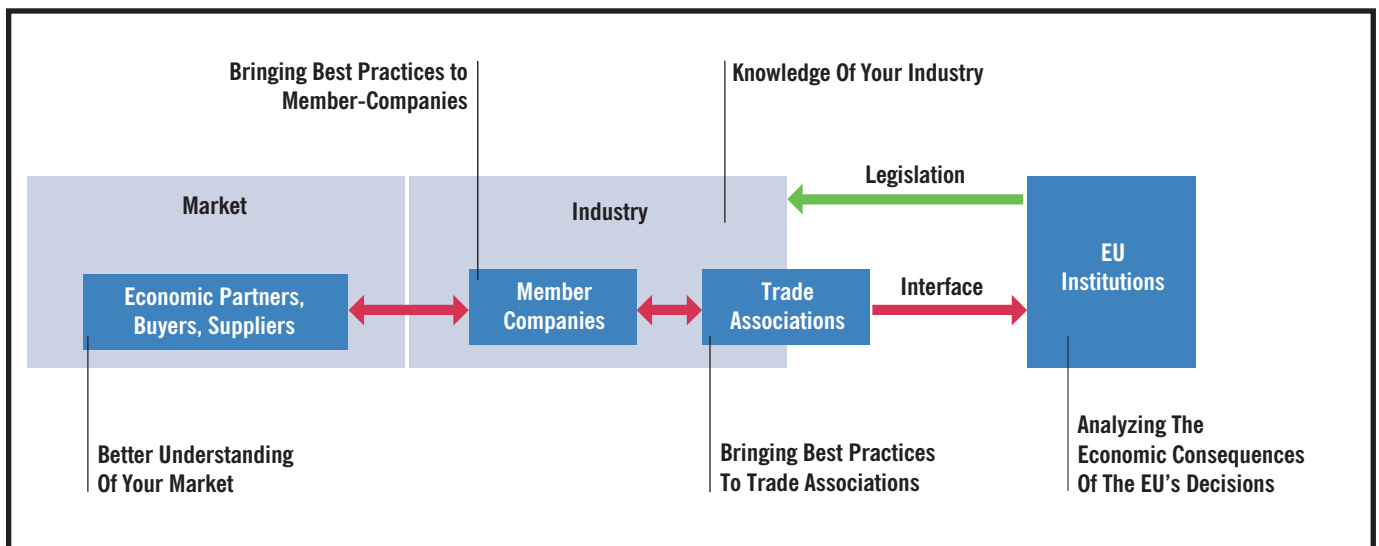
How can Benchmarking contribute to the effectiveness of your organisation?

Kellen Europe professionals can help your organisation:

- Analyse how well your organisation compares with other organisations, representing the same or related industries;
- Identify the areas of improvement inside your organisation and supporting you in the change management process;
- Identify the best practices set and used by the most performing organisations and adapting them to the needs of your organisation.

Our Benchmarking team can contribute to the effectiveness of your member companies:

- Analyse how well each member-company compares with other member-companies;
- Identify the areas where member-companies can improve compared with the other member-companies;
- Identify the best practices set and used by the most performing member-companies in each area (production, environment, distribution, marketing, sales, customer service, etc).



Through the Benchmarking & Economics service, Kellen Europe can also assist you in increasing the knowledge of your industry, of your market and your competitors, and in developing added value and reliable lobbying tools:

- Compile and analyse market statistics, aimed at forecasting industry sales and production;
- Help you understand the concentration and the level of competitiveness of your industry, and the structure of your market;
- Understand the buyer/seller power relationship between your industry and its economic partners and the consequences for your industry;
- Analyse the transmissibility of the price of a product along the supply and value chain;
- Identify new segments for – or substitutes to – the products of your industry through market-mapping;
- Evaluate the economic, industrial, and social impacts of your industry on the environment;
- Identify the economic and commercial consequences of the enlargement of the European Union for your industry.

Who we are

Our Kellen Europe Benchmarking team consists of highly qualified individuals with a wide variety of skills and backgrounds, that provide customised and tailor-made services for our clients. Kellen Europe guarantees not only the strictest confidentiality of data at all times, but also puts a strong emphasis on the quality of the service provided to our clients.

Our benchmarking projects are compliant with the strictest international anti-trust / competition-law regulations.



