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NEW CLIENT ASSOCIATIONS FOR KELLEN EUROPE

Kellen taking associations for Window Film and for Candle Makers to the next level

April 27th, 2011 (BRUSSELS, BELGIUM) – Association Management Company Kellen Europe was selected to offer full management services to both the European Window Film Association (EWFA) and the Association of European Candle Makers (AECM).

The EWFA represents the interests of the manufacturers and distributors of Window Film. The association is active in both the construction and automotive sector, which are the main markets for the industry. Kellen Europe's involvement will focus on association management, public affairs and marketing activities, on a European level as well as in key national markets.

The AECM is the trade association representing candle manufacturers in Europe. The Association acts as the collective voice for the candle industry to promote the safe use and enjoyment of candles, to improve the competitiveness of all companies in Europe and to ensure that their interests are heard and understood. Kellen Europe will act as the general secretariat and will also provide European Affairs and Communication services.

"It is important to be involved in the EU decision making process and to be close to the main policy makers on a European level. After a thorough selection process Kellen Europe was found to be best placed to help us to achieve our association's goals in this regard", said Gianluigi Mazzolari, President of the AECM.

About Kellen Europe

Kellen Europe provides association management, strategic advice, communications, government affairs, benchmarking studies, internet services and other professional advice to associations and corporations worldwide. Over the last 20 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. For more information, please visit www.kelleneurope.com

Kellen Europe is the European base of the Kellen Company, which has offices in Atlanta, Beijing, Brussels, New York, Singapore and Washington D.C. and Global alliance partners, among others in China, India, Japan, Middle East and Singapore.