

Kellen swoops for E&Y Association Management

By Jolyon Kimble

THE KELLEN Company has acquired Ernst & Young Association Management from Ernst & Young Special Services in Brussels. Ernst & Young Association Management has been renamed Kellen Europe. As a result of this acquisition, the Kellen Company will become the largest professional services company worldwide dedicated to serving associations.

The Kellen Company is a professional services firm that provides association management, communications, government relations, meetings management and interactive services to associations and companies worldwide. E&Y Association Management is a European leader in the creation, management and representation of trade associations.

Kellen now has different strategically located offices,



BOB GELARDI

in Brussels and Washington, as well as New York, Atlanta and Tucson.

"Adding a Brussels office provides our clients with professional capabilities to deal with any issue in Europe," Bob Gelardi, Kellen Chairman & CEO, told Public Affairs News.

Kellen Company and E&Y Association Management had already established a strategic partnership in 2002. E&Y, as part of its strategy of fully guaranteeing the independence of its statutory auditors within



PETER RUSH

the framework of new practices and laws on corporate governance, decided to sell non-core practices.

Peter Rush, President & COO, Kellen Company, told Public Affairs News it was important to have a variety of resources and a depth of knowledge to call upon in a time of increasing globalisation. "With the expansion of the EU and the integration of the world trading community, our expertise on both continents will provide added value to our clients," he said.