



9th May - Europe Day

At Open2Europe it's Europe Day 365 days a year!

Paris, 07 May, 2008 – Push open the door to the office and find yourself greeted by 50 Europeans from 23 different countries, who work together on pan-European communication campaigns for their clients: this is what Open2Europe staff experience every day!

Centrally located in Paris and positioned as 'the communications partner for companies looking to develop in Europe', the agency has just celebrated its 7th birthday and considers Europe Day to be a little like its own day...

Founded in 2001, Open2Europe covers most of Europe from under one roof and is led by a management team that reflects its cultural diversity: a Swiss CEO and three Vice Presidents who are French, Swedish and English. The Open2Europe team is composed of consultants from different European countries, who are experts in communication and are perfectly trilingual (French + English + mother tongue). Each consultant has an in-depth understanding of the culture, economics and press of the country for which they work.

Just as Europe was not created in a day, Open2Europe began as a small team of 3 people offering communications services in France and England and has grown progressively to integrate new nationalities. Today, a customer at Open2Europe can choose to work with 5, 10, 15 or even 20 consultants of different nationalities to create a pan-European campaign that is globally coordinated, yet locally accessible and effective.

"Besides their professional skills, the people we recruit are selected for their open minds and desire to integrate into a multicultural environment," explains Vice President, Emma Keenan, who is English and in charge of internal communications and the company's activities in Northern Europe.

"It is a constant and exciting challenge to collaborate together when there are real differences in the way each culture communicates and works. But above all, it is unbelievably fulfilling! We place a high importance on internal communications to ensure that each culture and region is understood, respected and heard – keeping this spirit alive is the key to our success."

For further information or to request an interview with Open2Europe's Vice President, Emma Keenan, on the challenges involved in managing international communications campaigns, please contact the press department below.

About Open2Europe

Open2Europe, a European communications and media relations agency based outside of Paris, assists companies to start and develop their business activities in Europe. The agency provides flexible, made to measure press relations programmes in addition to other services including media training and media buying, translation services and digital communication.

Created in 2001, Open2Europe consists of an experienced international team of more than 20 nationalities, working in more than 30 countries and in 4 distinct sectors:

high-tech, consumer goods, public sector communication and sustainable development. In 2006 Open2Europe opened a subsidiary in Calgary, Canada for its North American operations.

For more information please visit: www.open2europe.com.

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