



Press Contact
Christina Green
+33 1 55 02 14 67
c.green@open2europe.com

Open2Europe proudly celebrates its 7th year with a record turnover

European media relations specialist reports successful growth

Paris, 14 April 2008 – Open2Europe celebrates its 7th year of existence, marked by continuous growth and the successful operation of an original business model. With a turnover of 2.7 million euros in 2007 – a 41% increase over 2006, the company aims to increase this number to 3.6 million by the end of this year.

Open2Europe was created in 2001, with the aim of offering communications services, press relations and business development to companies in diverse sectors of activity, wishing to expand throughout Europe. To achieve this task, the company is supported by a dynamic, pan-European team of consultants working in their native language for their country of origin. The team is centralised on one office site, in the heart of Europe - Paris.

With the low cost of travel and telecommunications, Open2Europe consultants are able to collaborate and frequently meet with their country's press, as though they were on location. They are able to support and provide high-level advice to their clients on local communications strategies, with the added advantage of a centralised pan-European co-ordination. This business model has proven to be successful, as opposed to traditional agencies that have locations throughout Europe. Numerous companies have elected to opt for the dynamism, flexibility and solid performance that Open2Europe offers.

Today, Open2Europe is an SME with 50 employees, representing 23 different nationalities, working in more than 30 countries. The company has become the definitive partner of a number of international businesses based in North America, Asia and Europe and currently counts 70 clients among its wide ranging portfolio. With 60% of its clients from outside the IT sector, including consumer electronics, tourism, leisure and recreation, sporting equipment and sustainable development, Open2Europe has been able to diversify its field of activity, to cover a number of different domains.

"Our strength lies in the quality of our team, composed of communication specialists from various European countries who are perfectly multilingual, many of whom speak English and French in addition to their own native tongue," said Jérôme Mauduit, founder and President of Open2Europe – a company whose diversity is also reflected by its three shareholding, international Vice-Presidents, a French, a Swede and a Brit. *"Further to their linguistic knowledge, our consultants are familiar with the media as well as the economic and cultural landscape in their respective country, and this has proven to be a true advantage of our business model,"* he concluded.

About Open2Europe www.Open2Europe.com

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.