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Client Contact

Alfons Westgeest – Managing
Partner / Nele Devolder –
Association Director

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kellencompany.com/brussels

Key Specialisms

- ⊙ Chemicals
- ⊙ Construction & Materials
- ⊙ Energy
- ⊙ Food and Drink
- ⊙ Public Utilities

Brussels Office Since

📅 1989

Number of Public Affairs Consultants

👥 40

Key Clients

- EUROBAT – Association of European Automotive and Industrial Battery Manufacturers
- ERA – European Equipment Rental Association
- IALD – International Association of Lighting Designers
- ISC – International Stevia Council
- ISDI – International Special Dietary Foods Industries
- EU Salt – European Salt Producers' Association.

About Kellen

Firm Description

Kellen professionals are educated in a variety of relevant disciplines and well versed in understanding the challenges and opportunities of associations and coalitions. Our Brussels staff of over 40 includes professionals from over 10 nationalities and with a wide range of expertise and experience. Together they serve over 30 associations of European or global membership.

Kellen is a global association management and communications company delivering dynamic, scalable solutions to clients for more than 50 years. We are serving more than 125 trade associations, professional societies and charitable organisations representing over 10,000 companies and 100,000 professionals worldwide.

Ownership Structure

NV/SA.

International Structure

Kellen has offices in Brussels, Beijing, Atlanta, Chicago, New York and Washington, D.C. Kellen has strategic alliances around the world ranging from Brazil to the Middle East, Singapore and India.

Key Strengths

Association Management, Marketing & Communications, Digital Strategy, Regulatory & EU Affairs, Meetings & Events, Strategic Advice & Planning, Global Consulting.

Thought Leadership

Kellen established thought leadership in the European association environment in many ways: Leaders of Kellen are active in the European Society of Association Executives (ESAE). Alfons Westgeest and Maria Teresa Scardigli served as Board members. Alfons was also Board member of the American Society of Association Executives (ASAE). Nele Devolder is a board member of SEAP, the Society of European Affairs Professionals.

Kellen has demonstrated leadership in Brussels through educational activities such as its annual EuroConference (2000 –2016) as a platform for association executives and companies to learn and share best practices on association management.

Kellen shared its knowledge through three books published by Palgrave on association representation and advocacy (2000 –2003), executive lunches and workshops.

The Report on Strategic Planning for Associations (2014) is a reference work. Social Media Reports 2013, 2014, 2015, 2016 (Europe, US, China) illustrate our forward thinking on important factors for associations regarding social media, based on a wide field research project.

For over 10 years, Kellen partners with ASAE, the American Society of Association Executives to host a yearly conference in Washington DC: 'Europe Today'.

Kellen is also an active supporter and contributor of ESAE and FAIB in Brussels.

Testimonials and why clients like to work with us

"Kellen manages EUROBAT for over 15 years and is leading and growing its visibility and influence with EU policy makers and member states on critical issues like REACH, as well as Vehicle and Battery Directives heavily impacting our sector. The EUROBAT team of Kellen also promotes the benefits of batteries for energy storage, automotive, off-road equipment, telcom and all sectors where batteries are increasingly used. We are building stronger relations with other associations in chemicals, metals, transport and equipment in Europe and worldwide."

Johann-Friedrich Dempwolff, VP Industry & Government Relations, Johnson Controls Power Solutions EMEA, President EUROBAT

Kellen partners with associations to achieve their missions by delivering innovative solutions and services.

Kellen has more than 30 years of experience serving organizations in Brussels and is recognized as a global leader in association management. We specialize in full-service management, communications, digital strategy, regulatory and EU affairs, meetings and events, and consulting across a diverse range of industries.

www.kellencompany.com

