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kellencompany.com/europe

Brussels Office Since

📅 Brussels office established: 1989

Number of Public Affairs Consultants

👥 40 staff

Key Specialisms

- ⊗ Association Management
- ⊗ Agriculture & Agribusiness
- ⊗ Construction & Materials
- ⊗ Energy
- ⊗ Food and Drink
- ⊗ Oil, Gas & Coal Production

Key Strengths

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

About Kellen Europe

Firm Description

Kellen is a global provider of strategic solutions and management services to trade associations and other membership-based non-profit organisations.

Kellen Europe offers solutions including:

- Public affairs
- Advocacy, campaigning & communications
- Association management
- Meeting & event organisation
- Strategic advice for associations and for corporations in the trade association landscape

Our clients benefit from the reach and influence of a large, global firm, combined with personalised service from a specialised and dedicated team. Our Brussels team of 40 staff includes professionals from over 15 nationalities and with a wide range of expertise and experience. Together they serve over 35 associations of European or global membership.

We are a leading global association management company serving more than 125 trade associations, professional societies and charitable organisations representing over 10,000 companies and 100,000 professionals worldwide since more than 50 years.

Ownership Structure

NV/SA (privately held).

International Structure

Kellen has a global presence, headquartered in Washington DC and represented in Europe, Asia and North America.

Key Clients

- AMFEP: Association of Manufacturers and Formulators of Enzyme Products
- EASEE gas: European Association for the Streamlining of Energy Exchange – gas
- ECMA: European Candle Manufacturers Association
- EPBA: European Association of Portable Batteries

- ERA – European Equipment Rental Association
- EU Salt – European Salt Producers' Association
- ISC – International Stevia Council

Testimonials and why clients like to work with us

EUsalt launched a campaign urging the European Parliament to reject a Delegated Act proposing detailed production rules for organic sea salt and other organic salts for food and feed. The proposed act risked harming the salt industry by discriminating between producing countries and inappropriately including a mineral in the Organic Regulation.

The EUsalt Secretariat – managed by Kellen – supported the association by creating and executing an effective campaign, drawing on its advocacy expertise and a creative communication approach. The campaign includes the development of an advocacy and communication strategy and the engagement with MEPs to present the industry's concerns and solutions. Tools such as an infographic, an animated video, and strategic outreach—including placement in the European Parliament magazine and sponsorship of the MEP Awards—helped raise awareness. At the MEP Awards event, salt shakers with the #SaltVeto slogan and a QR code linking to EUsalt's position paper were distributed. The campaign succeeded: 468 MEPs voted to veto the Delegated Act, marking a key victory for EUsalt and its Secretariat.

Urs Hofmeier, President of the European Salt Producers' Association (CEO of Schweizer Salinen AG)

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

Kellen has more than 30 years of experience serving organisations in Brussels and Europe and is recognised as a global leader in association management. We specialise in full service management, regulatory and EU Affairs, communications, digital strategy, meetings and events, and consulting across a diverse range of industries.

www.kellencompany/europe

