

## **PRESS RELEASE**

– FOR RELEASE 3 NOVEMBER 2008 –

### **Congrex group expands brand, AGS to rebrand first**

**Congrex Group has announced its plans to expand its brand around the globe. Association Global Services (AGS), a leading provider of quality professional association management and consulting services, will be rebranded from 1st January 2009 to be branded as Congrex. AGS has been part of the Congrex Group since 2007, with this step Congrex will now provide a complete service offering to associations under one name and brand worldwide. Congrex rebrands AGS as the first and foremost step in a concerted single brand campaign which will be put in place in 2009.**

“By combining our strengths under one brand, we can better represent the most global professional delivery option for associations”, said AGS founder Terrance Barkan. “This change enhances our objective and desire to provide specialist services to assist associations in achieving their strategic goals across the globe”.

“Association Management Services form a vital part of our service offering and in these current turbulent economic times we can not stress enough just how important strategic planning is to associations”, said Congrex Group CEO, Dr Layth Bunni. “We feel this change will bring clarity and better reflect the range and depth of our service offerings”.

AGS Brussels will become Congrex Belgium and will be managed by Robert Harrison, currently the Regional Managing Director of Congrex in the United



Kingdom and the Netherlands. AGS Washington DC and the other AGS offices, located globally, will be managed by Brian Gorg as part of Congrex USA.

Founder and former CEO of AGS, Terrance Barkan will be on hand over the coming months to ensure a smooth transition for all clients and staff.

**Note to the editors:**

Congrex will be conducting a Press Conference concerning this matter during the 47th Annual ICCA conference and exhibition. Group Marketing Director, Ruud Janssen, will deliver the announcement on behalf of Congrex with Dr Layth Bunni, CEO, available via Video Conferencing to answer any questions.

When:

10.15am EST, Tuesday 4th November, 2008

<http://www.iccaworld.com/dbs/congress2008/dyncat.cfm?catid=1594>

**Facts about Association Global Services – A Congrex Group Company**

Association Global Services (AGS) is the leading provider of quality professional management and consulting services worldwide. AGS helps organisations thrive in the age of globalisation, sharing knowledge, professional practices and human communication. AGS is the only company with the ability to deliver an integrated solution for associations that want to improve, grow and succeed globally.

**Facts about the Congrex Group**

The Congrex Group is one of the leading meetings, conference and congress organisers with a total turnover exceeding M€ 100 and employing 430 people. The Congrex Group supplies integrated meetings and events solutions for corporations, associations and government bodies. The services provided include all aspects of the events such as planning, production and execution. The group operates out of 27 operating offices on all five continents.



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