

H&K Belgium wins new contracts and expands team

BIEM, the international organisation representing mechanical rights societies, has chosen Hill & Knowlton International Belgium (H&K) to provide counsel on a variety of EU-related issues. Mechanical rights societies license the reproduction of musical, literary and dramatic works on behalf of the composers, authors and publishers who are their members, ensuring that royalties are collected whenever their works are reproduced on CDs and DVDs or are downloaded from the internet.

H&K will provide counsel on the public affairs aspects of some issues which BIEM has outstanding in Brussels in the competition policy and intellectual property area. The account will be led by Auke Haagsma, who recently joined H&K as a director from the European Commission.

H&K Brussels has also appointed



HAAGSMA: New account

two new account executives: Louise Rowntree and Johan Eideberg.

Rowntree worked as an international litigation lawyer in Paris, having trained for two years in Norton Rose's London and Brussels offices. A French-educated British-Australian national, she

holds a Masters in Slavonic Studies from University College London and a 'double Maitrise' in English and French law from King's College London and La Sorbonne, Paris.

Eideberg will strengthen H&K's Transport and Financial Services practice groups. He joins from Integra Consult A/S, where he designed a business strategy for regional air traffic management co-operation. Before that he worked for a leading US security company, dealing with risk assessment, intelligence analysis and security operations.

A Swedish national, he holds a BA in International Relations from McGill University, an MA in Government and Geography from Dartmouth College, and an MPhil in Modern European History from Magdalene College, University of Cambridge.

PubAffairs France gets go-ahead

BUILDING on the success of its Brussels group, professional association PubAffairs is to launch PubAffairs France. The group will meet regularly in Paris and is being organised by Monica Monaco. A core group has been put together and preparations are well under way for the first gathering in April. PubAffairs France will be run separately to both PubAffairs and PubAffairs Brussels, so if you would like to be kept in touch with developments please register your interest by directly e-mailing Monica at monacom@visa.com.

Twelve months on from the launch of PubAffairs Brussels, the group now has over 430 members and meets monthly on an evening of the European Parliamentary Committee week. For more information including details and how to join this separate e-mail list, visit <http://www.pubaffairs.org/brussels.htm>

The wider PubAffairs group has now signed up over 1000 members in its three years of existence.

Interel boosts staff

INTEREL Public Relations & Public Affairs, the largest independent consulting firm in Brussels, has appointed two new account executives.

Jimena Bernar joins the Energy, Transport & Environment practice after working at the European Commission in the cabinet of former Vice-President and Com-

missioner for Energy and Transport, Mrs Loyola de Palacio. She holds two Masters degrees.

Saskia Horsch, of German and French nationality, joins Interel's Consumer Goods & Services practice. A qualified lawyer, she was educated at the Universities of Freiburg, Geneva, Bonn and Cologne. Prior to joining Interel she worked within the DG Competition of the European Commission.

Weber Shandwick Brussels bags FERRMED

THE FERRMED Association, which promotes major rail routes across central and southern Europe, has appointed Weber Shandwick Brussels to carry out a series of PR assignments.

The association wants to make the development of FERRMED routes a project of major importance, and encourage its incorporation into European and national transport programmes. It is producing a technical and economic study for the relevant institutions to ensure pertinent decisions on the matter are taken. The association is aiming for progressive improvement of the FERRMED axis, so that it is totally efficient by 2025.

Principal Consultant Nicolas Acker told *Public Affairs News*: "We are help-



ing them to establish working relations with key decision-makers across the EU. We are looking to identify new contacts with potential members and to develop key messages to ensure that their objectives are in line with the European goals on transport, environment, regional policy and competitiveness."

London Meeting 2005 Supporting The Palestinian Authority



TPPR will be helping to boost Middle Eastern trade

TPPR to promote Middle East meeting

TPPR, the political & international affairs sister company of the Pendry White Partnership, has been appointed to provide media relations and press office support for the forthcoming Middle East Symposium.

The Middle East Symposium is a business and economic forum produced by the Middle East Association and Compass Rose International, which will take place in London in July.

James Lawday, Director General of the Middle East Association, said: "2005 is a key year that sees the UK

presiding over both the EU and G8. This period presents an important opportunity for the UK to influence international relations in the Middle East."

Jenina Bas of TPPR told *Public Affairs News*: "This important summit helps to establish TPPR's leading advisory position in improving relations between the countries of the Middle East and the West. It also underlines the role of business professional practice in achieving stability in the region, which is the theme of the conference itself."