



PRESS RELEASE – FOR IMMEDIATE RELEASE

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MCI GROWS ITS GLOBAL REACH WITH NEW HONG KONG OFFICE

Geneva, Switzerland - MCI, the leading global association, communications and event management company announced today the acquisition of Eventclicks – a leading corporate events agency with offices in Hong Kong and Singapore. Through this acquisition, Hong Kong becomes the 29th city in the world where MCI has an office. In addition, MCI will have a first representation in Beijing with a planned opening of a full office in the Chinese capital in early 2009.

'Hong Kong is a key new market for MCI, with so many global companies present in this wonderful city'. says Roger Tondeur, President of MCI, 'with our increased presence in Singapore and Hong Kong we will be able to build up new business opportunities for all our offices in the region'.

MCI acquires Eventclicks from Pacific World, a daughter company of TUI Travel PLC. Pacific World will continue its close relationship with MCI as preferred supplier. Claire Saunders, general manager of Eventclicks and Annie Fournier will become partners of MCI. Their entire Singapore-based team will be integrated into the MCI Singapore operations.

Claire Saunders, MCI Hong Kong's future Managing Director, comments: *'The synergies between MCI and Eventclicks are obvious and will bring additional strengths to our clients and new opportunities for our staff'.*

Eventclicks Hong Kong and Singapore offices employ 23 staff, who will all join MCI. The company's clients include major brands like ABN-AMRO, Adidas, HP, Siemens and Schroeder's for whom they organise events all over Asia. Eventclicks also has a very strong technology division, building websites and supporting on-line registrations for their clients.

'We are very pleased that the Eventclicks team will join MCI and have already won our first major event in Hong Kong as we are the preferred agency for Sibos 2009, which will bring 3,000 senior banking executives to Hong Kong from 14-18 September 2009', says Robin Lokerman, President MCI Asia Pacific, 'the Eventclicks corporate business in Singapore is also a perfect match with the MCI association business - we see great opportunities for growth'.

In line with its global strategy, MCI has already significantly strengthened its presence in Asia through the recent acquisition of Megaron in India in June; and the establishment of MCI Tokyo Office, a Joint Venture with the leading PCO company JCS in Japan, last April. Besides the opening of a full office in Beijing in March 2009, plans are being developed to establish MCI in Seoul, Korea, later next year.



Sebastien Tondeur, Claire Saunders, Roger Tondeur, Annie Fournier and Robin Lokerman

About MCI

Founded in 1987 with offices in Abu Dhabi, Barcelona, Belfast, Bengaluru, Berlin, Brussels, Delhi, Dublin, Dubai, Geneva, Glasgow, Gothenburg, Hong Kong, Lyon, Madrid, Mumbai, Paris, Petersfield/London, Prague, Rome, Shanghai, Singapore, Stockholm, Stuttgart, Vienna and Zurich, MCI is the foremost global association, communication and event management company. MCI are thought-leaders in building community around brands, products and services for companies and institutions. MCI employs close to 800 people and its budget under management by year-end 2007, was 181 M€.

For more information please visit: www.mci-group.com.

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