

COMMUNICATIONS DIRECTORY

Newsletter for Corporate Communications and Public Relations

Recent Appointments from the World of Communications



Stephan Grühsem 

Position: General Representative responsible for 'Group Communications'
Working Languages: DE, EN
Nationality: German
Organisation: Volkswagen AG
Start: February 2007



Germany: Stephan Grühsem leads Communications for Volkswagen

On the 1st of February 2007 Stephan Grühsem started as General Representative of Volkswagen AG, responsible for Group Communications. He succeeds Dirk Grosse-Leege. Grühsem reports directly to Martin Winterkorn, former CEO of AUDI, and keeps his position as Head of Corporate Communications for AUDI. Grühsem has been leading VW's brand communications 1999-2002 and prior to that worked as the financial editor for „Capital“ and „Handelsblatt“.



Stephan Howeg 

Position: Senior Vice President for Corporate Communications and Global Marketing Partnerships
Working Languages: DE, EN
Nationality: Swiss
Organisation: Adecco Group
Start: February 2007



Switzerland: Howeg new SVP Corporate Communication at Adecco

As of February 1, 2007, Stephan Howeg (41) is responsible for Adecco's global Public Relations and Internal Communications as well as its worldwide marketing partnerships, including sponsorships. Adecco's new Senior Vice President for Corporate Communications and Global Marketing Partnerships brings long term experience in global business and communications management. Howeg has previously been Chief Communications Officer for cablecom, the leading Swiss cable operator in Switzerland.



NISSAN EUROPE

Jean Paul Mari 

Position: VP of Communication
Working Languages: FR, EN
Nationality: French
Organisation: Nissan Europe
Start: February 2007



France: Mari new Vice President Communications for Nissan Europe

Replacing Eric Laurencier, Jean-Paul Mari has been appointed by Nissan Europe as its new Vice President of Communications. He will oversee all areas of communications including corporate, product, design and technology and internal issues across Nissan's European operations and report directly to Eric Nicolas, Senior Vice President, Administration and Finance. Mari joins the company from Renault, where he most recently held the position of Director, Communications and Motorsport with Renault Sport Technologies.



Peter Lindvald-Nielsen 

Position: Head of Communication
Working Languages: DA, EN, FR, DE
Nationality: Danish
Organisation: EESC



Brussels: Lindvald-Nielsen EESC Head of Communication

Peter Lindvald-Nielsen has been appointed Head of Communication at the European Economic and Social Committee. Mr Lindvald-Nielsen joins the EESC from the European Commission's Directorate-General for Communication. He has served previously as a Head of Unit for Communication in DG Development (European Commission), as acting Head of the Copenhagen Representation of the Commission, and as a member of the Cabinet of former European Environment Commissioner Riit Bjerreregard.



Shira Tabachnikoff 

Position: Director Corporate Relations
Working Languages: NL, EN, FR
Nationality: Dutch
Organisation: Elsevier
Start: September, 2006



The Netherlands: New Director of Corporate Relations at Elsevier

Shira Tabachnikoff has joined Media Company Elsevier, based in Amsterdam, as the Director of Corporate Relations. She started at Elsevier in September 2006 as an Interim Director in this role. Ms Tabachnikoff is responsible for Corporate Relations, focussing on Europe and developing markets, as well as media relations, issue management and partnership building. She has several years of publishing experience and worked for approximately 10 years at PR agencies, most recently as the Executive Director of Edelman in Amsterdam.



Alexander Lioutyi 


Position: Corporate Affairs Director
Working Languages: RU, EN
Nationality: Russian
Organisation: BAT Russia
Start: December 2006



Russia: Lioutyi appointed Corporate Affairs Director for BAT

Alexander Lioutyi has been appointed new Corporate Affairs Director at BAT Russian, where he has worked since 1994 in various management roles in Business Development, Corporate Communications and Regulation. Prior to British American Tobacco, Alexander worked as a correspondent in the TASS news agency (Washington, USA) and as a correspondent of the Pravda daily (London, UK). In his position as Corporate Affairs Director BAT Russia Lioutyi has replaced Turkhan Makhmudov.

SIEMENS

Silvia Petrella 
 Position: Head of Corporate Communications
 Working Languages: IT, EN
 Nationality: Italian
 Institution: Siemens Italy
 Start: December 2006



Italy: Siemens has a new Head of Corporate Communications

Silvia Petrella is the new Head of Corporate Communications at Siemens Italy. She replaces Maria Luisa Fantoni, and comes to this position after having led the Marketing Communication for the Industry area within the same office for the past three years. Having studied in Switzerland and the United States, Ms Petrella has directed the ComputerWorld weekly magazine and worked as Public Relations manager of Computer Associates, before joining the communications department at Siemens Italy in 2000.



Paolo Casciato 
 Position: Public Affairs Director for Russia, Eastern Europe, Greece and Turkey
 Working Languages: IT, EN
 Nationality: Italian
 Institution: The Dow Chemical Company



Russia: Paolo Casciato Public Affairs Director for Dow

Supporting Dow's business plans in the region, Paolo Casciato moved to Moscow as Public Affairs Director for Russia, Eastern Europe, Greece and Turkey. Paolo joined Dow in Italy 5 years ago after 12 years of journalism and 5 years at Ciba Specialty Chemicals. His previous communication responsibilities included the Southern European region. Dow has just announced the startup of its first production plant in Russia and the formation of a new Russian joint venture company.

COMMENTARY



Hedge funds have become the secret rulers of the capital markets. With more than a trillion dollars they gamble on everything that promises current return. They are hungry, they are mighty and they accept the risk of leaving ravage in the companies, they are investing in. That is why Germans call them locusts. At the G7-summit, Europe's finance ministers now just discussed how hedge funds could be controlled. Result: Hedge funds should voluntarily give themselves a code of behaviour. What a nice idea. How idealistic. But that won't keep the swarm under control at the end of the day.

-Marc-Oliver Poppen, Chief Editor, Communication Director Magazine
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Fortis Press Run 2007

For journalists and press officers



Have you made a New Year's resolution to take more exercise? Why not join your fellow journalists and press officers from different sectors on 15 April 2007 and rise to the challenge of the 10km Run at the Fortis Rotterdam Marathon? True to tradition, the run will start and finish at the Rotterdam town hall on the Coolsingel where, buoyed by the fantastic atmosphere and stirring music, thousands of spectators will cheer you over the finish line.

We will provide:

- free registration
- free ChampionChip to record your time
- running vest
- changing and showering facilities
- breakfast and lunch

You must pay your own travel expenses and the cost of any hotel accommodation.

You will be welcome throughout the day at the Fortis Running Home (de Doelen concert and congress centre), which is situated around 300 metres from the start/finish line on the Coolsingel. Masseurs will be available to ease your muscles before and after the run.

It will be very difficult to drive into the town centre on 15 April. We therefore advise using public transport to get to Rotterdam. The Fortis Running Home is within easy walking distance of Rotterdam's Centraal Station. Look out for the red Fortis arch over the entrance on Kruisplein.

Programme Fortis Press Run 2007

- 9.00 am** Refreshments at Fortis Running Home until 10.15am. Change into running clothes
- 10.45 am** Leave for start line on the Coolsingel
- 11.15 am** 10km Run starts
- 12.15 am** Change, shower and lunch
- 12.45 pm** Fortis Press Run 2007 award, presented by Fortis Management
- 1.30 pm** Tour of Fortis Running Home
- 2.00 pm** End

For once, no in-depth appraisal of your work, but a physical challenge for you and your colleagues, and a chance to meet each other in a different environment. If you would like to take part in the Fortis Press Run 2007, fill in the attached registration form and return it by 15 March 2007.

For more information, please telephone Anjani Ghisaidoobe on +31 30 226 3219 or email anjani.ghisaidoobe@fortis.com

We hope to see you on 15 April.

On behalf of the Fortis press team

Wilfried Remans
Director Corporate Communications

P.S. If you would like to join in but have never run (ten kilometres) before, ask for our training schedule (see registration form), which has been devised by specialists.