

WPP Group plc Acquires Leading Training Firm in Belgium
28 November 2000

WPP's wholly-owned operating companies, Ogilvy Belgium, the advertising agency and Enterprise IG, the branding and identity network, have acquired 100 per cent of the equity of Eurosem Belgium S.A/N.V. ("Eurosem"), a leading provider of training services in Belgium.

Founded in 1990 and with offices in Belgium and France, Eurosem provides training in the areas of customer care, management, sales, functioning and evaluation maintenance, presentation techniques and conflict management. Clients include Esso, the Belgian Rail Company, Delhaize, Master Foods, AXA, Danzas, Swift, Alcatel, Fiat, KBC, UCB, Sodexho, Beckaert, Makro and Cisco System.

Eurosem will work closely with Enterprise IG and Ogilvy Belgium adding internal communications and training to the comprehensive range of brand communications services offered by both companies.