

## **PRESS RELEASE**

### **Conferences & Incentive Management Ltd. forms Strategic Alliance with Kellen Company**

*CIM now started Association Management Initiatives (AMI), India's first ever Association Management Company in India*

**Delhi, India / New York, NY (February 29, 2008)** - Conferences & Incentive Management Ltd. (CIM), India's largest Professional Conference Organiser (PCO) today announced that it has signed a strategic partnership with Kellen Company, the premier global professional services firm, and one of the world's largest association management companies (AMCs), during a function held in India. With offices in all major cities in India, CIM is India's premier professional conference organizer and an emerging AMC. On the other hand, Kellen's global presence in US, Europe, Middle East, China would strengthen this alliance and offer solutions to Indian and global associations.

"From our initial meeting onward we have felt a good collaboration with CIM," said **Peter Rush, chief executive officer of Kellen Company**. "Kellen is committed to providing our clients with access to the highest quality of professional services, tools and expertise on a global scale. We look forward to now being able to offer those capabilities to associations currently in or looking to explore opportunities in India."

With growing sectors in retail, information technology, telecommunications, hotels, banking, media and tourism, Delhi is the third largest commercial center in South Asia and becoming an increasingly important market for trade associations and other organizations.

*"It is a great initiatives, and will certainly strengthen bond between India & US, in both accademic & trade segment" says Nivedita Mehra, Program Director of US-India Business Coouncil.*

*Mr Prasant Saha, Managing Director of CIM says, ' its a historical moment for Indian associations. Alliance with Kellen will bring global best practices in association management businesse in India. With the local expertise of CIM and its long standing relationship with Indian association, global association can finally take advantage of this emerging market'.*

*"Association Management is a complex business, and I am glad CIM has taken initiatives to bring this services to India. Congratulations !!!", say Mr Pawan Chopra, Secretary General of Indian Newspaper Society.*

CIM has been managing communications, research and conferences in India for more than ten years in industries, ranging from medicine to aeronautics, agriculture to engineering and telecommunications, and more. CIM is a proven leader in the field of global congress organization and association management services having produced, managed more than 300 international conferences. Kellen's current and prospective clients will now have access to CIM's vast portfolio of experience, knowledge and tools.

### **About CIM**

Founded in 1997, CIM is widely regarded as a pioneer in India. Today, after ten years of continuous activity, the company is a proven leader in the field of global congress organization and association management services. With experience of managing more than 300 international conferences in the last 10 years, CIM has emerged as the most sought after professional services firm in the country. CIM has expanded its horizon by opening offices in 5 major cities in India, along with an international office in Dubai. Please visit [www.cimindia.net](http://www.cimindia.net).

### **About Kellen Company**

Founded in 1964, Kellen Company provides association management, government affairs, public relations, meetings management, creative communications, Web site development and other professional services to associations, as well as individual companies and other organizations. Kellen serves more than 10,000 companies and 100,000 professionals worldwide, either through its more than 100 client associations or directly, from offices in Atlanta, Beijing, Brussels, New York City, Singapore, Tucson and Washington, D.C. For more information, please visit [www.kellencompany.com](http://www.kellencompany.com), [www.kelleneurope.com](http://www.kelleneurope.com).

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