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## Industry News

### CEO Europe Presents Its First Franchise Partners

10/30/2007

*Location: Other Europe, Australia/Asia, Global Round Up*

CEO Europe, that specialise in International Executive Recruitment and Interim Management, presents the first four franchise partners who joined the new international franchise network since the launch of the CEO Europe franchise programme in June earlier this year.

Each franchisee is in charge of a defined territory and contributes to CEO Europe's development, identifying new clients and supporting them with their candidate search. CEO Europe provides corporate support (training, marketing, advertising,...) and back office support for candidate search and selection as well as administrative, contractual and financial management.

Patrick Mataix, founder of CEO Europe, said: "I am very satisfied with the response we received since the launch of the franchise programme in June. Now we will concentrate on managing a franchise network that perfectly masters the challenges of International executive recruitment. For us, this is the ideal way to bring more proximity to our clients and to support them best with specific issues connected to their development."

Laurent Frendo is responsible for France and Shanghai. Laurent has an impressive career track record as entrepreneur and consultant on an International level. He has worked in Europe, Africa, Middle East, Asia and Brazil.

He joined CEO Europe, explaining that "today competition is worldwide; companies must be global and act quickly on the markets. Thus you need people with experience, entrepreneurial and local culture very fast. Management on demand TM offered by CEO-Europe is the answer to this need, and for that reason I joined them."

Samuel Kofi Martinson is responsible for West Africa. Samuel's experience includes consulting to import and export firms in Ghana, executive search and placement services, and representing international companies in Ghana and West African markets.

He joined, stating that "CEO Europe is building an International network of franchises that can serve its clients worldwide. The client needs only one contact person for his global recruitment needs – this is a very exciting concept."

Dan C. Renson is responsible for Belgium and Luxembourg. Dan is an experienced entrepreneur with an amazing International track record in several small, medium and large enterprises, often being part of their executive board.

He explained that he joined CEO Europe "after so many years of International experience CEO Europe offers me the perfect framework to use my abilities as practical integrating entrepreneur with large multicultural views and the capacity to find synchronizing talents."

Martin Bylsma is responsible for the Netherlands. Martin followed a successful career in an international sales & marketing environment, holding key positions with companies like TNT and Amway. He also worked with different executive recruitment companies.

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He stated: "My late experience in Executive Recruitment convinced me to fully move my career in this direction. I looked round and found that CEO Europe's Franchise offer was the most convincing and transparent on the market."

The franchise programme targets entrepreneurs who wish to develop an executive recruitment company specialised in international temporary or permanent assignments. The typical franchisee is a senior manager with a track record in one or several sectors of industry or services in Europe, Asia or North America. He knows the local VCs and Human Resources managers in multinational companies. He speaks fluently English and has a good knowledge of the international working culture. He also has significant experience in recruiting international executive managers through his previous positions.