



Press Release

MarkCom appoints a new President

Luxembourg 2 July 2014 :- Netty Thines, Managing Director of de Mediation SA, has been elected President of MarkCom (the national Association of Marketing and Communication Agencies) at their Annual General Assembly.

She takes over from Françoise Reuter (Concept Factory), who had been president since June 2012 and stays on as vice-president. Camille Groff (Mikado Publicis SA) was confirmed as treasurer and Laure Elsen (Accentaigu) as general secretary. Daniel Dechmann (Dechmann Communication), Marc Haas (Binsfeld), Claude Muller (Comed), Carole Platz (Emotion Event Management) and Kristof Della Siega (plan K) have been appointed to the board.

« It is a great honour for me to make this commitment to our profession of communicators and to make our sector better known and recognised », said Thines. “Initially, I want to concentrate on developing better links between all the professional disciplines in our sector. At MarkCom, we believe communications is a 360° process, so it will be critical to bring together more agencies in specialised areas of competence such as digital or experiential. As long as I am President, I will promote the values and philosophy which are at the heart of the organisation ».

- ends -

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Left to right:

Rafael Raimundo (clc), Kristof della Siega (plan K), Camille Groff (Mikado), Netty Thines (Mediation SA) Claude Muller (Comed), Françoise Reuter (Concept Factory), Dan Dechmann (Dechmann Communication), Laure Elsen (Accentaigu), Marc Haas (Binsfeld)

About MarkCom

Since 1995, MarkCom has been an association of professionals which defends and protects the interests of those who work in the world of commercial communications. Its goal is to develop best practice across the range of marketing and communications activities and to strengthen links between its members. MarkCom brings together 19 communications agencies in Luxembourg: Accentaigu, Added Value, Binsfeld, Bizart, Brain & More, Comed, Concept Factory, Dechmann Communication, Dété Publicité/Mad about Soul, E-Connect Web Communication, Emotion Event Management, Grey Worldwide Luxembourg, InsideOut, Kneip Communication, Mediation SA, Mikado, Moskito, Mum and plan K.

About Netty Thines

Co-founder in 1991 of Mediation SA, the first communications agency in Luxembourg to specialise in relational marketing, Netty Thines gained a degree in journalism and communications and specialised in marketing and business

management. She is one of the founding members of MarkCom. Her commitment as a board member of clc, FFCEL and of the European communication agency 27Names, is testimony to her willingness to play an active role in the economic life of Luxembourg and Europe.