



NEWS: RENE DE PAUS JOINS THE BRAND UNION JAKARTA

Date: 01 February 2012

The Brand Union is delighted to announce the appointment of Rene de Paus as its new Business & Strategy Director for Indonesia. Mr. de Paus brings to his new role at The Brand Union Jakarta over 14 years of experience in various branding and marketing services fields, from event organizing to market consulting and was most recently Chief Brand Consultant for Fortune PR. He has worked on a wide range of prominent international and local brands, including the Indonesian Ministry of Tourism, Total E&P, The Body Shop and Vespa.

Mr. de Paus said *"The Brand Union has a recent history of great work in Indonesia with brands as diverse as Telkom Indonesia and Sosro. I am very excited to join the team, as I have huge passion for the art and science of branding and am especially excited to be involved with local Indonesian brands preparing to compete in the world stage."*

Graham Hitchmough, The Brand Union's Regional Director for ASEAN added, *"We are delighted that Rene has agreed to join The Brand Union family and his appointment is a key part of our strategy in Southeast Asia. We want to create a new model for strategic branding and design in the region which combines the breadth and capability of a global network with the very best of local talent and insight. While also leveraging our partnership with Ogilvy in the region, we can provide a potent full-service offer for all brands committed to being part of Indonesia's future growth and establishment on the world stage."*

Mr. De Paus starts his new role on 1st February 2012.