

PRESS RELEASE

Communication: Dynamics Group and Blossom will join forces

Dynamics Group strengthens its leading position in French-speaking Switzerland

Geneva, 13 November, 2008 – Blossom Communication and Dynamics Group Geneva will join forces to broaden their operations in strategic consulting, management communication, economic and financial analysis, event management, and corporate design. This partnership will enable Dynamics Group to consolidate its leading position in French-speaking Switzerland and pursue the implementation of a pioneering concept based on combining networks, communication and knowledge. Blossom will develop and focus primarily on brand strategy consulting, graphic creation and event management.

Laurence de Cecco and Christophe Lamps have decided to pool their extensive professional experience and mutually complementary teams to create new synergies and offer clients a range of high value-added services. Clients will be able to enjoy a one-stop shop of expertise unparalleled in Switzerland, encompassing strategy and positioning, press and investor relations management, content management, crisis communication, public relations, brand strategy consulting, and event management – all based on ongoing dialogue and the long-term confidence of their clients.

“In less than six months, Christophe Lamps has successfully compiled a team of a dozen professionals managing local and Swiss mandates as well as a number of pan-European accounts. As a result, we have a cooperative venture which opens up attractive avenues for both agencies,” commented Laurence De Cecco. “Our clients will have the continuity of working with the teams they already know. However, they will also benefit from a broader range of services offered by one of the only agencies in Switzerland to have offices in Geneva, Zurich and Bern.”

“Since its creation in 2004, Blossom Communication has made its name as an agency of choice in French-speaking Switzerland for brand management and corporate design. By creating this partnership, we will have a team of senior consultants in brand management, as well as graphic designers to support us in offering our clients some real added value in developing visual communication tools,” noted Christophe Lamps. “The experience acquired by Laurence De Cecco in banking and finance over fifteen years will be another string to our bow when managing our mandates.”

As a result of this collaboration, the Geneva office of Dynamics Group will have sixteen core staff. Blossom will establish a team of six people and develop a larger pool of graphic designers. Blossom will also continue to work with its existing team of freelancers. The two agencies will be managed jointly by the two partners, Christophe Lamps and Laurence de Cecco, and the teams will work under the same roof.

Dynamics Group has over twenty-five staff in Switzerland including three Senior Partners – Edwin van der Geest in Zurich, Franz Egle in Bern and Christophe Lamps in Geneva – and a team of over thirty professionals (MBAs, mathematicians, statisticians and accountants) working for the group in India on market, trend and feasibility studies, and research projects. The partnership between Dynamics Group Geneva and Blossom Communication will come into effect as of today.

Laurence De Cecco

Laurence De Cecco founded Blossom Communication in 2004 following a fifteen year career in the banking sector and a one year stint in London at the Winkreative branding agency. She was in charge of communication at Darier & Cie and was head of communications at Darier Hentsch & Cie and Lombard Odier Darier Hentsch & Cie from 1989 to 2003. She played an active role in the merger of the two Geneva-based private banks and managed the launch of the new brands. Laurence De Cecco is highly experienced in strategy and consulting, crisis management and brand launching.

Christophe Lamps

Christophe Lamps founded the Geneva office of Dynamics Group in January 2008, having been a partner at Rochat & Partners for over eight years. He was head of corporate communication and investor relations at Serono from 1989 to 1999, and headed up Hill & Knowlton, a communication agency in Paris, from 1985 to 1989. Christophe Lamps began his career at the World Economic Forum in Geneva. He has extensive experience in corporate communication and investor relations both at agency and corporate level. He is a graduate of the Graduate Institute of International Studies in Geneva and the Fletcher School of Law and Diplomacy in Boston.

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