



2024

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# MARKETING & BUSINESS DEVELOPMENT SOLUTIONS

Multi-channel campaigns | Global events |  
Demand generation | Digital marketing | Advertising

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# THE LEADING MULTI-CHANNEL PLATFORM FOR ACCESSING THE GLOBAL COMMODITY AND ENERGY TRADING COMMUNITIES

With a **15 year track record** of delivering high level events and building communities in the energy and commodity trading sector – Commodities People provides the **most efficient and cost effective multi-channel route to market** for those looking to be seen, heard, and to increase sales.

By working with us you not only gain from our deep and unique experience and expertise, but also benefit from our brand reputation and neutrality, as well as taking advantage of our enormous database, network and reach.

Some of our most effective and popular channels include:



Many of the sectors most well respected brands work with us in this manner to support them in achieving their goals in brand positioning, thought leadership, lead generation, direct meetings with high value prospects and much more. Campaigns are designed typically on a 12 month timeframe to support and amplify your own marketing activities year round, as well as to support key messages, product launches, upgrades at the times you require maximum visibility.

## KEY STATISTICS

**250,000+**

Database

**35,000+ p/year**

Attendees

**30+**

Events p/year

**110,000+**

Engaged database

**50,000+**

Social reach

**5500+ weekly page views**

Visibility

## SOME OF OUR CLIENTS INCLUDE:



# MULTI-CHANNEL CAMPAIGNS

When you engage in a multi-channel campaign via one of our annual partnerships – the entire resources of Commodities People are put to work in supporting your business goals across the year – we become an extension of your own marketing and sales efforts for a fraction of the cost of developing similar resources in-house.

Some of the main benefits of this approach include:

- **Year round thought leadership, brand visibility, lead generation** – ongoing, rather than just a one off 2 day event
- **Achieving the above, through multiple local, regional and international channels** – providing easy access to new markets, and a level of diversity in lead generation chosen by you
- **Highest positioning at our long running in-person events** – including demonstrating industry prominence via branding as a category lead
- **Being assigned an account manager, working with you throughout the year to ensure your goals are being met** – in addition to fulfilling your agreed partnership activities we will also ensure you receive ad hoc introductions to your key prospects within our network, become part of our ongoing speaker rosters, and are generally supported in every way; including general market intelligence, talent acquisition and much more.
- **Timings that work for you** – set your key activities based on times which best support your key messages, product launches and activities throughout the year – as opposed to being tied to 1 date.

## AWARENESS - WHO ARE YOU?

Brand visibility and leadership positioning across our database of 185k+ through emails and newsletters

Thousands of marketing quality leads generated monthly for introduction into your own channels

Advertising across our digital / non digital assets and through social accounts

## EDUCATION - WHAT DO YOU DO?

Monthly thought leadership opportunities via in-person and online events; carefully crafted to effectively present your message

Bespoke, tailored webinars precisely targetted to your highest value markets and individuals

Commentary and analysis via our annual surveys, publications and interviews

## ENTRY INTO THE SALES FUNNEL

Physical presence at in-person events: pre event messaging to attendees to schedule meetings, ad hoc meetings on site

Bespoke workshops; in-person and online with prospects of the very highest value

Personalised registration form questions driving numerous ultra qualified sales and leads on a monthly basis

## EXAMPLE CAMPAIGN

Goal setting, scheduling and kickoff call

Online event 1/6 (high brand visibility, thought leadership via panel participation, 1000+ qualified leads generated)

Video interview shared with our database of 185k, Advertising across our content hubs

In-person event 1/2 (multiple speaking opportunities including C level panel, workshop, booth, lead positioning)

Online event 2/6

Online event 3/6, continuation of commentary/analysis to our annual industry survey report

Bespoke webinar, Advertising across our content hubs

Online event 4/6

Lead positioning and advertising in monthly industry newsletter

Online event 5/6

In-person event 2/2, Advertising across our content hubs

Online event 6/6

## GLOBAL EVENTS – ENERGY 2024



### ETW EUROPE 2024

[europe.energytradingweek.com](https://europe.energytradingweek.com)

SEPTEMBER 24-25, 2024 | TOTTENHAM HOTSPUR STADIUM, LONDON

Comprised of a shared exhibition/networking area, 10 co-located industry leading conferences and an evening social.

**ATTENDEES: 1000+ in person**

**CORE AUDIENCE: Power / Gas / Oil / LNG / Energy trading, production/generation, consuming**

**ESTABLISHED  
2009**



**AUDIENCE:** COO, CIO, CTO, Heads/Leaders/Experts of Technology, Back Office, IT

**THEMES:** Digitisation, AI, Industry Initiatives, Business Transformation, Operational Efficiency



**AUDIENCE:** COO, CCO, Heads/Leaders/Experts of Compliance, Regulatory Affairs, Legal

**THEMES:** Regulatory updates, Brexit, RegTech, Trade Surveillance/Market Abuse, Compliance Culture



**AUDIENCE:** CIO, CTO, CDO, Heads/Leaders/Experts of IT, Digitalisation, Data, Applications, CTRM, AI, Architecture

**THEMES:** Digitalisation, Disruptive Tech, ETRM, Data, AI/ML, IA, analytics



**AUDIENCE:** Everyone in energy trading, in particular Heads of Trading, Senior Traders

**THEMES:** Power, gas, oil forecasting, Technical Analysis applied to energy trading, Supply & Demand dynamics, Trading technology



**AUDIENCE:** CEO, CFO, Heads/Leaders/Experts of Trading, Commercial, Risk, Procurement, Operations, Technology from LNG Producers, Traders, Consumers, Utilities and Shippers

**THEMES:** Markets, Global Benchmarks, Contracts, Decarbonisation, Pricing, Innovation, Bunkering, Shipping



**AUDIENCE:** Heads of Carbon Trading, Head of PPAs, Heads of Origination, Energy Consumers, Hydrogen, Sustainability

**THEMES:** Carbon Markets, Future Energy Markets, PPAs, ESG Regulations, Storage and Batteries





ENERGY TRADING WEEK

## ENERGY TRADING RISK SUMMIT

**AUDIENCE:** CROs, Heads of Risk Management, Market Risk Management, Credit Risk Management, Risk Technology, Collateral Management, Compliance & Risk

**THEMES:** Risk Management Strategy, Emerging Risks, Risk Appetite, Risk Technology Developments



ENERGY TRADING WEEK

## ENERGY PROCUREMENT

**AUDIENCE:** CPO, Procurement managers, Sourcing, Heads of PPAs

**THEMES:** Corporate PPAs, Guarantees of Origin, Access to renewables, Hedging strategies



ENERGY TRADING WEEK

## STORAGE & RENEWABLES TRADING OPTIMISATION

**AUDIENCE:** Heads of short-term trading, Heads of storage, Heads of trading optimisation

**THEMES:** Flexibility markets developments, Innovation around battery technology, Trading optimisation, Storage solutions



## ENVIRONMENTAL MARKETS

**AUDIENCE:** Heads of Carbon desk/trading, Heads of Decarbonisation, Heads of Policies

**THEMES:** Voluntary Carbon Markets developments, Compliance market updates, Decarbonisation, Carbon accounting



## GLOBAL EVENTS – ENERGY 2024



### ETW AMERICAS 2024

[americas.energytradingweek.com](https://americas.energytradingweek.com)

OCTOBER 29-30, 2024 | THE WOODLANDS WATERWAY  
MARRIOTT HOTEL & CONVENTION CENTER, HOUSTON

Comprised of a shared exhibition/networking area, a 9  
streamed industry leading conference, and evening social.

ATTENDEES: 1000+ in person

CORE AUDIENCE: Power / Gas / Oil / LNG / Energy trading, production/generation

ESTABLISHED  
2019



ENERGY TRADING WEEK

**ENERGY TRADING  
DIGITALISATION**



ENERGY TRADING WEEK

**ETRC**  
REGULATIONS & COMPLIANCE



ENERGY TRADING WEEK

**ENERGY TRADING  
RISK SUMMIT**



ENERGY TRADING WEEK

**ENERGY  
DATA DAY**



ENERGY TRADING WEEK

**BATTERY & RENEWABLES  
OPTIMIZATION:**



ENERGY TRADING WEEK

**HYDROGEN  
MARKETS SUMMIT:**



ENERGY TRADING WEEK

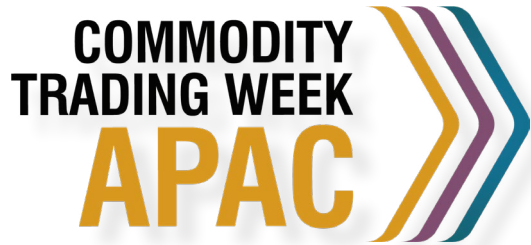
**OIL & REFINED  
PRODUCTS FORUM**



**ENVIRONMENTAL  
MARKETS**



## GLOBAL EVENTS – COMMODITIES 2025



### CTW APAC 2025

[apac.commoditytradingweek.com](http://apac.commoditytradingweek.com)

**FEBRUARY 19-20, 2025 | MARINA BAY SANDS, SINGAPORE**

Building on last year's triumphant debut, Commodity Trading Week APAC is returning for its second edition in 2025, further solidifying its position as the premier event in the Asia Pacific region for the commodity industry. This follows 15 years of unparalleled success, including our partnerships with esteemed organisations such as Enterprise Singapore.

**ATTENDEES: 800+ in person**

**CORE AUDIENCE:** Leaders and professionals from Agri/Softs, Oil/Energy, Mining/Metals trading, consuming and producing companies. Technology providers, advisory firms, financial sector, logistics providers, shippers, exchanges.

Comprised of the following:



**Features of the event:**

- Highly Practical and Market Participants-led Experiences
- Tech in Commodities Day
- Networking Powerhouse
- Diverse and Insightful Discussions





## GLOBAL EVENTS – COMMODITIES 2025



### CTW EUROPE 2025

[europe.commoditytradingweek.com](http://europe.commoditytradingweek.com)

MAY 7-8, 2025 | Stamford Bridge Stadium, London

Comprised of a shared exhibition/networking area, 8 industry leading conferences, networking reception and evening social.

**Attendees:** 1000+ in person

**Core audience:** Agri/Softs, Oil/Energy, Mining/ Metals trading, procuring, and producing companies, financial sector, investment management, shipping, technology, advisory

**ESTABLISHED  
2015**

Comprised of the following:



## GLOBAL EVENTS – COMMODITIES 2025



### CTW AMERICAS 2025

[americas.commoditytradingweek.com](https://americas.commoditytradingweek.com)

JUNE, 2025 | STAMFORD, CT

Comprised of a shared exhibition/networking area, a 6 streamed industry leading conference, drinks reception and entertainment.

**ATTENDEES: 500+ in person**

**CORE AUDIENCE: Agri/Softs, Oil/Energy, Mining/Metals trading, consuming and producing companies**



COMMODITY TRADING WEEK AMERICAS

### TECH IN COMMODITIES

Themes: Data, Disruption, AI, Analytics, Blockchain, RPA, CTRM, Cyber Security



COMMODITY TRADING WEEK AMERICAS

### COMMODITY TRADE FINANCE

Themes: Availability of capital, Impact on small and mid-sized companies, ESG, bank perspective



COMMODITY TRADING WEEK AMERICAS

### TRADING & RISK MANAGEMENT

Themes: Geopolitics, Inflation, Regulations, Credit, Supply chain risk, Labour risk



COMMODITY TRADING WEEK AMERICAS

### SUSTAINABILITY IN COMMODITY MARKETS

Themes: Carbon & environmental markets, Green transportation, Sustainable financing, ESG Risk, Regulations, Ratings



COMMODITY TRADING WEEK AMERICAS

### DERIVATIVES & HEDGING

Themes: Derivatives and Hedging, Mechanics and Strategies, Risk Mitigation, Evolving Markets



COMMODITY TRADING WEEK AMERICAS

### MARKETS IN FOCUS

Themes: Supercycle, Volatility, Energy, Metals, Softs, Pricing, Macro influences, Forecasting

## DIGITAL MARKETING – COMMODITIES ONLINE EVENTS

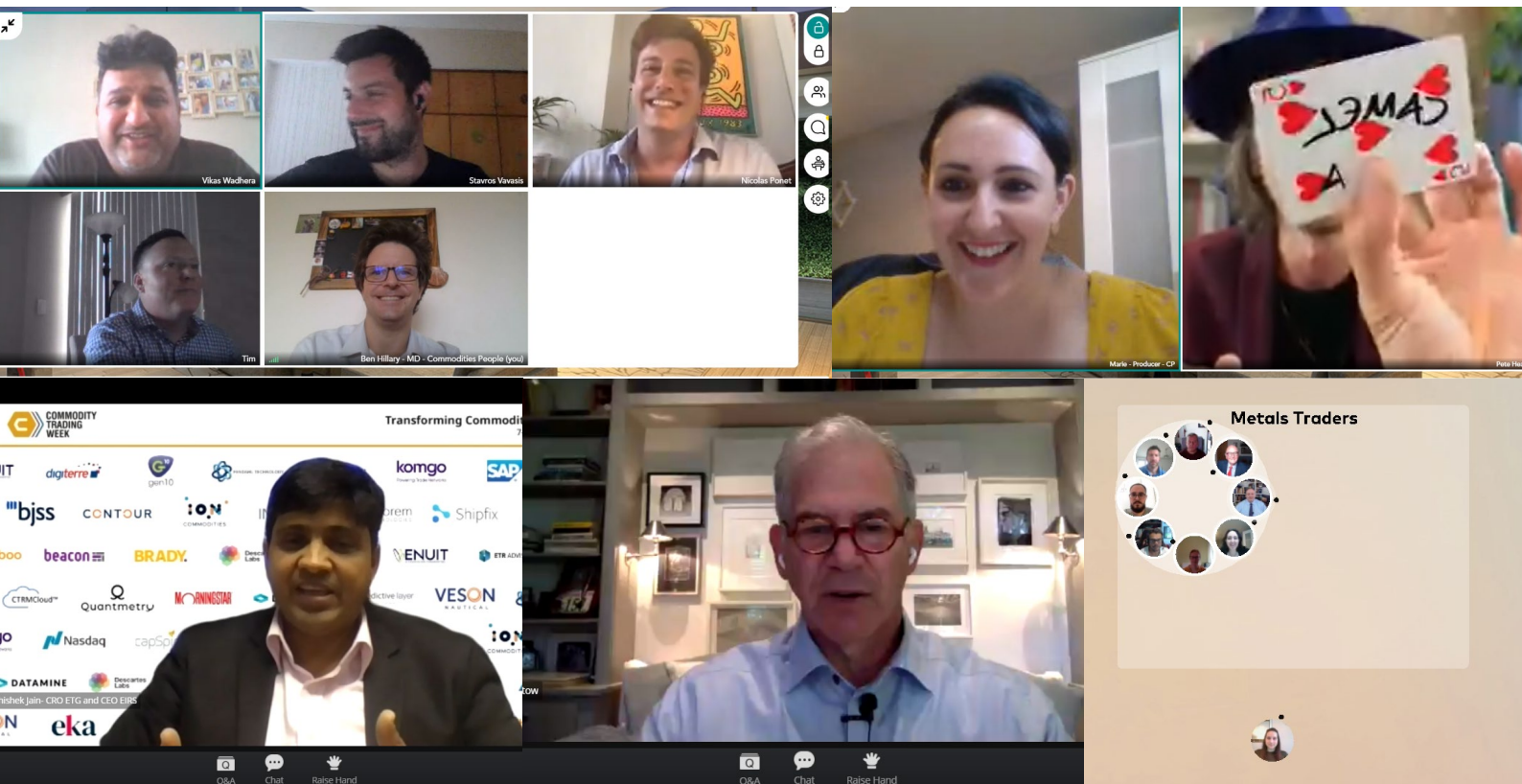
In order to provide the trading community with continual access to knowledge and networking, and to allow our partners and sponsors to lead generate, enhance their brand visibility, and demonstrate thought leadership year-round, *deep dive months* will take place as below. These will typically consist of a minimum of 6 highly targeted webinars, with additional workshops and content generation across the month. Thousands of industry participants will join each focus month.

- **8-9 October '24:** Commodity Trading Operations
- **25 November '24:** Commodity Sustainability
- **10-11 December '24:** ETD x Digicom Online



The digital solution for the conference environment is a great improvement to other webinars!

— BCG





# DIGITAL MARKETING – ENERGY ONLINE EVENTS

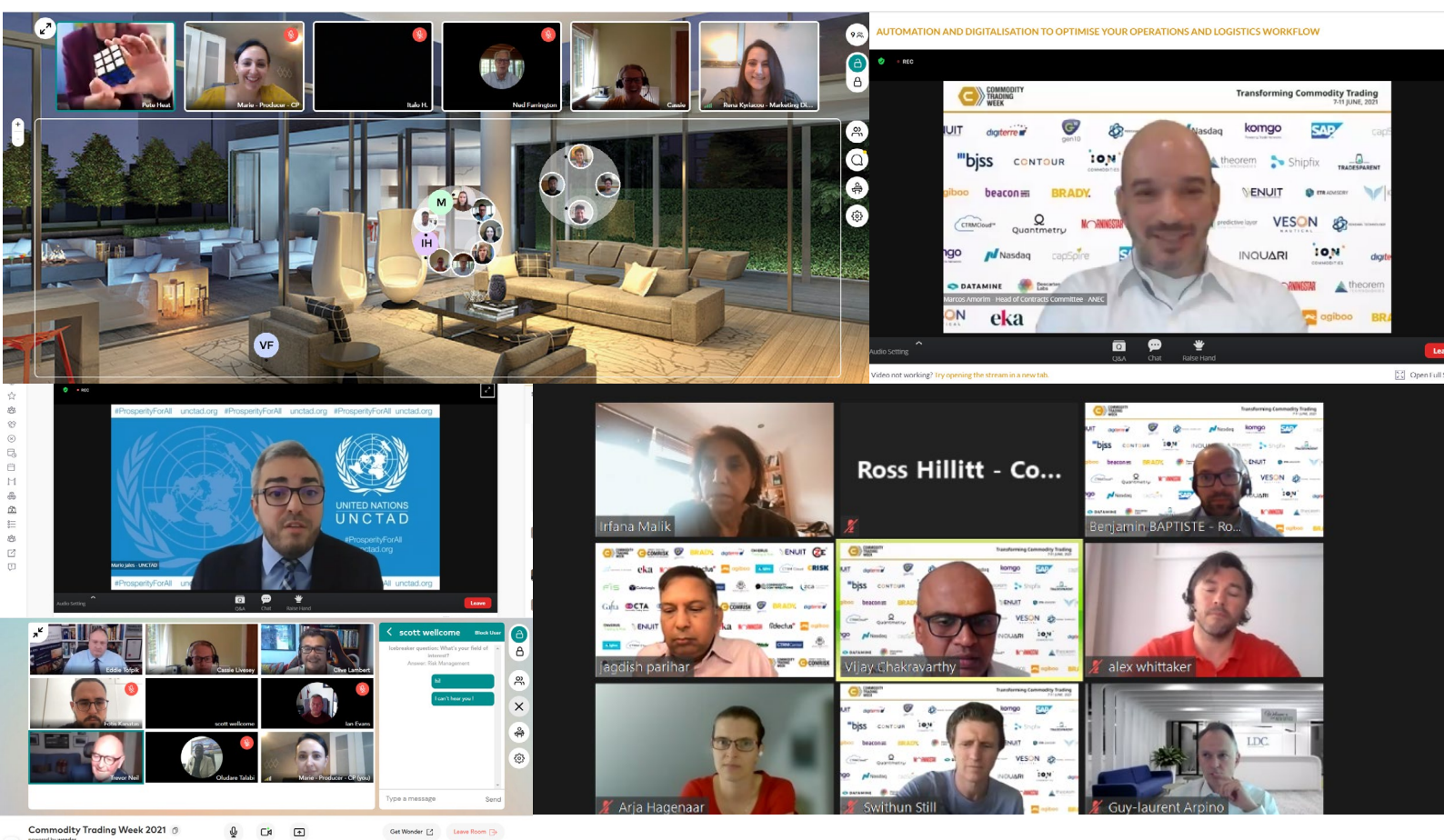
In order to provide the trading community with continual access to knowledge and networking, and to allow our partners and sponsors to lead generate, enhance their brand visibility, and demonstrate thought leadership year-round *deep dive months* will take place as below. These will typically consist of a minimum of 5 highly targeted webinars, with additional workshops and content generation across the month. Thousands of industry participants will join each focus month.

- **3 September '24:** PPA Markets Online
- **10-11 December '24:** ETD x Digicom Online



Excellent  
conference  
adapted well  
to remote  
attendance.

— Eka Software Solutions





## DEMAND GENERATION - WEBINARS

Work with us to develop targeted marketing programmes to drive awareness and interest in your products and services.

Specialisms of our demand generation programmes include bespoke webinar development and promotion, as well as a range of content creation and sharing activities.

Our client webinar development programme is one of our most popular offerings, consistently attracting extremely high numbers of registrants and attendees.

We offer a full service, using our own tried and tested methods developed over the last 10 years and perfected during the 'online only' times of covid.

The process includes, but is not limited to



Our results truly speak for themselves – with registered numbers from our last 10 client webinars below, and with live links to the final 2 recordings

For further information please request or consult our webinar prospectus

COMPANY	SUBJECT	REGISTRATIONS
Covantis	The Future of Commodities Trading: Transforming Global Commodities Trade	1948
Windward	Maritime Risk Mitigation 4.0 - From Compliance to Decarbonisation	797
EnAppSys	Trading the Energy Transition - Maximising Opportunities from Decarbonisation, Decentralisation and Digitalisation	1753
Chinsay	There is Money (and Data) Hidden in your Contracts	854
Komgo	Introducing Your Digital Agent - Episode 1: Stock Reconciliation	668
enspired	Keeping the Lights on with AI: Stabilising Energy Markets via Flexible Assets and Automated Trading	1168
Covantis	Covantis North America Launch - A New Era in Global Commodity Trading: Covantis' Eagerly Anticipated Arrival into North American Agri Markets	1892
Molecule	Energy is Exciting; ETRM is Boring	770
enspired	<a href="#">Rise of Batteries</a>	1407
NASDAQ	<a href="#">Commodities - Real Time Risk Management</a>	827

# DEMAND GENERATION – ADVERTISING, INDUSTRY CONTENT HUBS, NEWSLETTERS

## CONTENT

Content creation is a central part of our business. Beyond the standard creation via events and webinars, we support clients in 3 main ways:

# 1

### PERSONALISED CONTENT CREATION

Most commonly taking the form of an interview/series, promoted via email to our extensive database, via our newsletters, and being placed on our Commodity/Energy Trading Insider content hubs. Beyond this we can develop whitepapers, blogs, graphics, and much more.

# 2

### PLACEMENT WITHIN OUR OWN CONTENT

Contributing to any of our own publications including our industry leading commodity and energy trading annual surveys – with full credits, and branding.

# 3

### PROMOTION OF YOUR CONTENT VIA OUR CHANNELS

Should you already have meaningful, high value content we can arrange for it to be distributed to our database, social channels, newsletters and content hubs.

## ADVERTISING

### Industry Content Hubs – The Energy and Commodity Trading Insiders

Host to hundreds of items of the highest quality content – the vast majority being full length recordings of market participant led panels, presentations and webinars, and receiving thousands of weekly page view – the Insiders have become the go to location for high quality, free online content for the sector.

**Opportunities to advertise include a range of display banner ads, video ads, native ads and rich media – linked to specific topic categories, or spread across the entire content hub for maximum visibility. Sponsored and upgraded content options are also available.**

## NEWSLETTERS

On a monthly basis, our database of **185k+ industry professionals** are sent 2 **online** newsletters: The Energy Trading Insider Newsletter and the Commodity Trading Insider Newsletter.

Monthly themes will vary and include NetZero, Digitalisation, Risk, Markets in focus, and many more.

**Opportunities to advertise include a range of banner ads as well as sponsored content. Dependent on the subject there may also be the opportunity to set the theme for that months entire newsletter.**

# DEMAND GENERATION - SURVEYS / PUBLICATIONS, ON-SITE EVENTS

## SURVEYS / PUBLICATIONS

Utilising the incredible amounts of industry data we generate – twice a year we release industry defining surveys – drawn from many thousands of industry participants globally. This is in downloadable pdf format and is advertised to our entire database of 185k, and viewed by thousands of industry professionals.

**Commodity Trading Annual Survey – Released annually in summer**

**Energy Trading Annual Survey – Released annually in winter**

Opportunities to advertise include quarter / half / full pages ads, providing commentary/ analysis, sponsorship by theme.

## ON-SITE - EVENTS

Advertise directly to our on site audience of 500-1000 at each event throughout the year – digitally, via signage, banners, by physical feature – providing the strongest of support to your event team and overall sponsorship.



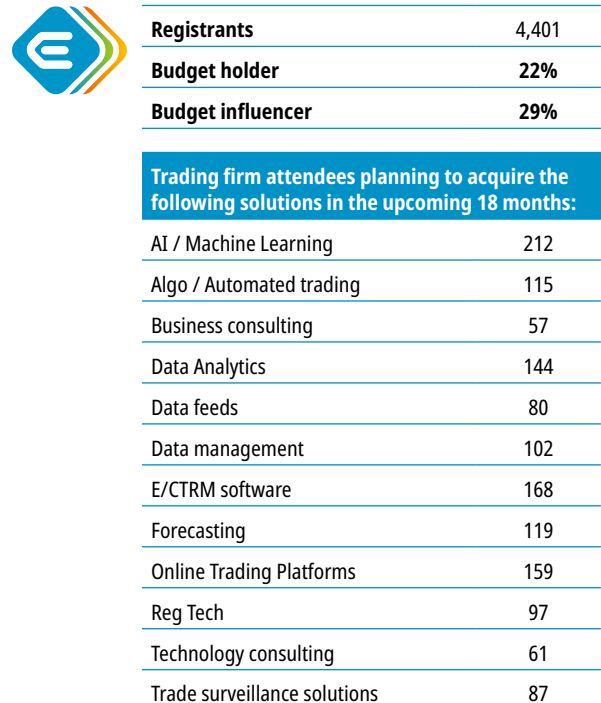
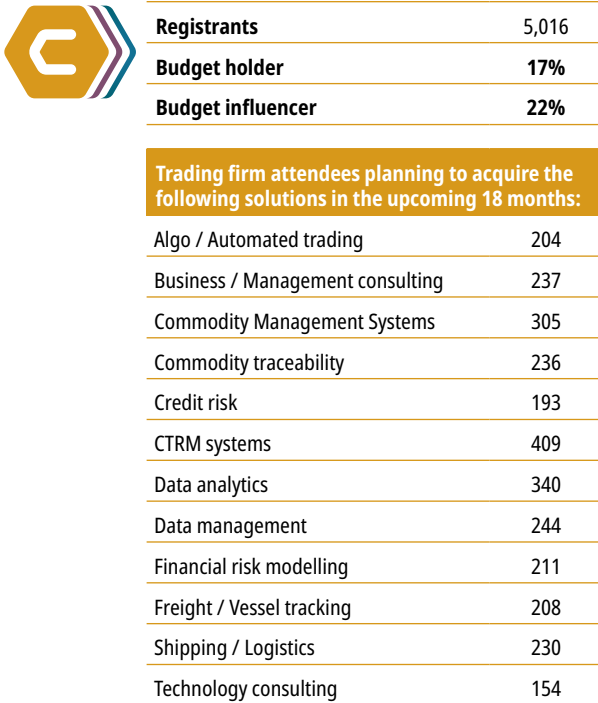
## DATA

High value, GDPR compliant data is at the centre of our partnership and sponsor offerings. At point of registration all attendees complete a short questionnaire which includes crucial questions around their planned upcoming purchases, budgets and areas of interest. This data is made available to event partners and sponsors, also including other important information such as email, location, company categorisation – allowing you to segment and target attendees in the most effective and appropriate way.

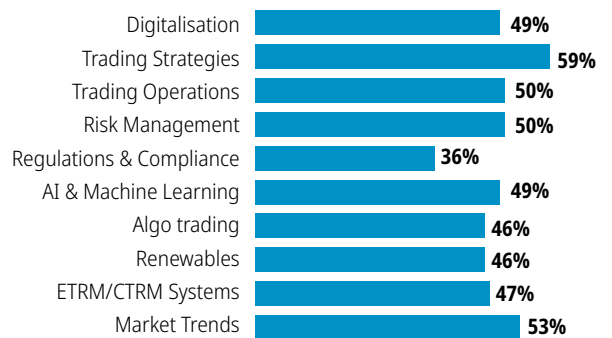
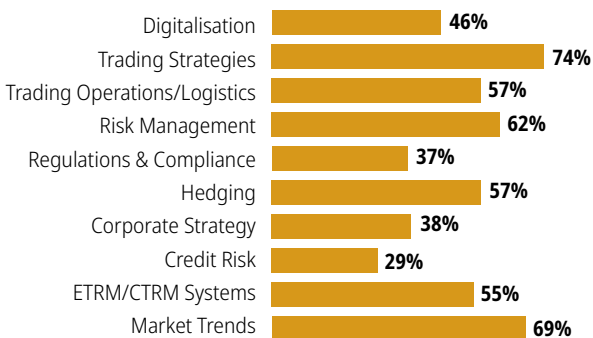
Below you can see an overview of the data gathered at our recent events:

A	B	C	D
company name	position	ETRM/CTRM Systems	Data Management Tool
A D M Investor Services International Ltd	Head of Technical Analysis & Senior Markets Analyst	Innovation	FALSE
AQA	Head of Training and Execution	Training	FALSE
AQS S.p.A.	Head of market analysis	FALSE	FALSE
AQS S.p.A.	Bank Office Specialist	FALSE	FALSE
Asa Sub	Commodity Trader	FALSE	FALSE
Asia Energy Bank	Senior Director APAC Commodities	FALSE	FALSE
ABN AMRO Clearing Bank NV	Globe Product Funds Manager Europe	FALSE	FALSE
Zions Powerl	Portfolio Manager	FALSE	FALSE
Zions Powerl	Energy Trading Assistant Manager	FALSE	FALSE
ARES	Energy Trading Manager	TRUE	FALSE
Arbitrage Group Limited	CEO	TRUE	TRUE
Arkane Energy	Co Founder	TRUE	TRUE
Arkane Energy	Manager	FALSE	TRUE
Arkane Energy	Trade Analyst	TRUE	TRUE
Arkane Energy Services Aspx A.S.	Trade Support and Operations Specialist	FALSE	FALSE
Arkane Utilities	Service Trainer	TRUE	TRUE
Arkane Utilities	Senior CreditAnalyst	FALSE	FALSE
Arkane	Delivery Ops	FALSE	FALSE
Asia	Energy M&A Credits	TRUE	TRUE
Asia Energy	Portfolio Management and Analyst	TRUE	TRUE
ASXIA Energy	Analysis and Trading Strategies	TRUE	TRUE
ASXIA Energy	Energy Trading Assistant / Scientist	FALSE	FALSE
Avante Energy	Energy Trading Specialist	FALSE	FALSE
Avante Energy Ltd	COO	FALSE	FALSE
Avantea	Analyst	FALSE	FALSE
Avantis Trading	Energy Futures Portfolio Management	FALSE	FALSE
Avantis Trading	Risk Manager	FALSE	FALSE
Aviva Capital	Marketing	TRUE	TRUE
Aviva	Cr-Channel	TRUE	TRUE
Aviva	Head of Back Office	FALSE	FALSE
Aviva Xg	EDM	FALSE	FALSE
Aviva Xg	Project Lead	FALSE	FALSE

A visual of the dataset you would receive



Main subjects of interest amongst trading firm attendees:







# CALENDAR

3 September 2024	PPA Markets   Online
24-25 Septmber 2024	Energy Trading Week EU   In-Person
8-9 October 2024	Commodity Trading Operations   Online
29-30 October 2024	Energy Trading Week Americas   In-Person
25 November 2024	Commodity Sustainability   Online
10-11 December	ETD x Digicom   Online
19-20 February 2025	Commodity Trading Week APAC   In-Person
7-8 May 2025	Commodity Trading Week EU   In-Person
June 2025	Commodity Trading Week Americas   In-Person

## REFERENCES



We have been working with Commodities People since 2016. They are undoubtedly respected industry leaders in the energy and commodities sector and can guarantee getting you close to your target audience either at their events or on an individual basis. They have great people working for them who are always very helpful and flexible, responding to your individual needs and last minute requests. Nothing is too much trouble in terms of delivering client satisfaction and they now have even more channels than ever for you to promote your business, disseminate your thought leadership material, raise your profile and drive leads. I highly recommend working with Commodities People.

— Digiterre



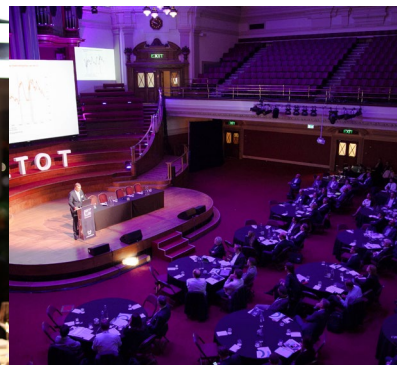
Really a huge thanks for everything, you moderated the webinar so well and CP's work was crucial to achieve these great numbers! Looking forward to working together again!

— *enspired*



You don't truly work in energy until this is in your event calendar.

— *Value*



The Commodities People team are extremely professional and have been a pleasure to work with as a sponsor and speaker partner.

— *Veridapt*



Thanks again for your wonderful conference. It always feels like a family meeting to me!

— *ElCom - Swiss Electricity Regulator*



I would like to thank you for managing, administering, and moderating the webinar today. You and Marie did an excellent job. I am very happy with the outcome and received a lot of positive feedback as well from the attendees. Looking forward to continue promoting our efforts in the industry together.

— *Covantis*



The networking programme was outstanding.

— *Baywa AG*



You are a class organisation and organiser.

— *Climate Neutral Commodity*

## OUR TEAM...YOUR TEAM

Our team has a combined total of nearly 100 years working and developing relationships in energy and commodity trading markets. Working with us puts all of our networks at your disposal.



**BEN HILLARY**  
*Managing Director*



**HOWARD WALPER**  
*CEO, Americas*



**MARIE PÉGOUD-FÉJOZ**  
*Content Lead - Energy & Commodities*



**RUSS MORROW**  
*Commercial Director*



**RENA KYRIACOU**  
*Marketing Director*



**PAOLA GALANTI**  
*Senior Account Manager*



**SAMANTA FAWCETT**  
*Senior Conference Producer*



**TONY TRAN**  
*Senior Event Producer – APAC Commodities*



**GINA DALE**  
*Operations Director*



**AGNES LUCZAK**  
*Commercial & Sponsorship Manager*



**TIFFANY MAYNE**  
*Campaign Marketing Manager*



**JESSICA JONAH**  
*Client Success & Community Manager*



**CATHERINE LEMIN**  
*Regional Commercial & Sponsorship Manager, Americas*



**JED BROOKE-WILLIAMS**  
*Commercial & Sponsorship Manager*



**EMILY STEPHENS**  
*Campaign Marketing Manager*



**SOULTANA PAPADOPOULOU**  
*Digital Marketing Manager*



**VASILIKI NTISO**  
*Graphic Design & Digital Marketing Executive*



**RICARDO SIMMS**  
*Commercial & Sponsorship Manager*



**MENNA NEFEILY**  
*Conference Producer (Online Events)*



**TOM DALE**  
*Sponsor Success Manager*



**JOSÉ SEBASTIÃO**  
*Commercial & Sponsorship Manager*



**GARETH BANKS**  
*Commercial & Sponsorship Manager*



**CARL CHOTHIA**  
*Commercial & Sponsorship Manager*



**UCCELLA KHAN-THOMAS**  
*Operations Assistant*

## OFFICE LOCATIONS

**COMMODITIES PEOPLE**  
Level 39, One Canada Square  
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Tel +44 (0) 20 7111 1615

**COMMODITIES PEOPLE AMERICAS**  
The Cannon @ the Energy Corridor  
1334 Brittmoore Road, Houston, TX 77043

Tel +1 (202) 462 2000

**With additional representative offices in:**  
Paris FR, Milan IT, Hanoi VN, Raleigh USA, Kaunas LT, UK: Birmingham, Darlington, Northampton, Stowmarket, Newport, Dorset