



**BRITISH CHAMBER**  
OF COMMERCE IN BELGIUM

**PRESS RELEASE: BRITISH CHAMBER LAUNCHES NEW LOCATION AND NEW IDENTITY**

Brussels, 8 June 2010: The British Chamber of Commerce in Belgium is celebrating today its move to a new location and the launch of a new brand identity. The occasion is being marked through a series of events at the Chamber's offices on Boulevard Bischoffsheim 11 including a lunch with British Ambassador Jonathan Brenton and a launch cocktail with a keynote speech by Roger Heijens - Chairman PriceWaterhouseCoopers Belgium.

The Chamber's fresh visual identity reflects the organisation's status as the most diverse and international chamber in Europe. It focuses on the three core elements of the Chamber's offering to its members and the wider business and political community in Brussels and throughout Belgium, namely:

- a vehicle for doing **business**
- a forum for political and economic **insights**; and
- a platform for **networking** and plugging-in to a broad community of Belgian and international stakeholders.

*"Although British by name and origin, the British Chamber is in reality a truly international and independent organisation providing a unique networking platform for business people. We want our new location and our new identity to reflect this,"* said Steven Maisel, President of the British Chamber of Commerce in Belgium.

*"For our members, regardless of their size, sector or origin, the British Chamber provides an effective platform to profile and promote their business and build relationships with a wide range of potential clients and stakeholders. On top of this, our vast programme of informal and in-depth briefings by leading figures allows our members to gain unrivalled insights into business and policy developments at both Belgian and EU level."* he added.

The Chamber's new offices are located in the centre of Brussels by Place Madou. The location was selected for its proximity to Belgian and EU political and business centres and taking into account the needs of members, guest and speakers alike.

*"The offices are close to all the locations that are relevant to our work. We are across the street from the European Commission at Tour Madou, down the road from the Belgian government and up the hill from the financial district,"* said Glenn Vaughan, Executive Director of the British Chamber of Commerce in Belgium.

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For more information on the British Chamber of Commerce in Belgium, please visit our website [www.britcham.be](http://www.britcham.be)

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