

# AMIN EUROPE



## WARNING:

**FURTHER READING CAN SERIOUSLY BOOST YOUR BUSINESS!**

Do not continue unless you're interested in:

**KNOW-HOW | CREATIVITY | GROWTH | PROFIT**

# BENEFITS



## Unrivalled benefit

Offer your clients and prospects a truly global reach, with full-service local know-how. Make sure you secure the lead agency position when they decide to go international!

## Intellectual benefit

Benefit from honest, in-depth exchanges with other agency leaders. Learn from their experience and best practices to improve and further develop your own business!

## Revenue benefit

Take advantage of being the exclusive AMIN Partner in your country. Benefit from new business revenue when another AMIN Network client wants to enter your market!

# AMIN WORLDWIDE



## **AMIN Worldwide** is an advertising and marketing network.

AMIN Worldwide is a global network consisting of independent agencies dedicated to fuelling the profitable growth of its members.

Our member agencies, located in more than 50 offices throughout North America, Europe, Asia and the Pacific Rim represent an alliance of some of the best independently-owned communications firms in the world.

In 2009, member agencies of AMIN Worldwide accounted for combined billings of \$2.9 billion.





# AMIN EUROPE

## AMIN Europe.

AMIN Europe, with member agencies across the European Union and neighbour countries, brings together the expertise, creativity and strength of leading independent agencies throughout the region.

AMIN Europe is currently represented in the following countries:

Austria, Belgium, Czech Republic, Finland, France, Germany, Hungary, Italy, Netherlands, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Turkey, United Kingdom.

In 2009, total billings of AMIN Europe agencies exceeded €50 million.

# TESTIMONIALS

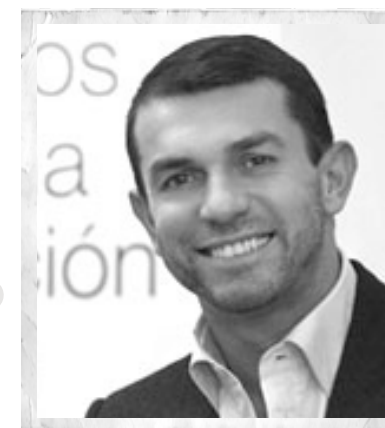


## LUIS PIQUER TRUJILLO

Managing Director, Publip's.  
Valencia, Spain.

“ Thanks to AMIN and its group of flexible, proactive and professional members, we succeeded in winning a major pitch here in Spain against national players and a big international agency. We thus created and conducted a campaign in 14 European countries during four years, billing a total amount of over €45 million. This also laid the foundations for a tremendous growth that transformed Publip's from a regional player to one of Spain's most successful communications groups. We would not have achieved this without AMIN. ”

More about Publip's: [www.grupopublips.es](http://www.grupopublips.es)



# TESTIMONIALS



## HANS VAN EEMEREN

Client Service Director, Mosquito.  
Antwerpen, Belgium.

“ Before AMIN, we had been approached by several other networks, but we had always declined. At Mosquito, we are highly focused on our business and are growing fast. When we met AMIN’s Ambassadors, we found them surprisingly like-minded and so participated in their next conference. What we experienced there convinced us of two things, which we emphatically proposed. 1. There definitely is a potential for an agency like ours in being member of AMIN. 2. We’ll have to be active and kick ass to get the best out of it. They agreed. So now we’re a member and I do recommend you give this opportunity of joining AMIN your full attention. ”

More about Mosquito: [www.mosquito.be](http://www.mosquito.be)



# TESTIMONIALS



## ELENA DAUTOVA

CEO, Freshmind Communication.

Moscou, Russia.

“ Being an active member of AMIN has given Freshmind an international scope and a credibility that helped a lot in winning the attention and trust of western companies. In return, our in-depth knowledge of the fairly complicated Russian market, as well as our understanding of western company standards and expectations, provide our fellow members with a serious advantage when it comes to advising their clients about Russia. I do consider AMIN a truly profitable organization for all parties. ”

More about Freshmind Communication: [www.freshmindcom.ru](http://www.freshmindcom.ru)



# TESTIMONIALS



## SERGE RENTSCH

Managing Partner, B+G & Partners.  
Montreux, Switzerland.

“ Thanks to fellow AMIN members, we were able to strengthen our position with a fast-growing client, who decided to launch his major brand internationally. Initially, we connected him with our Russian and German partners. USA is to follow this year. This not only generated additional revenues for our partners and for us. It helped in firmly establishing us as the client’s lead agency and made us really comfortable in approaching Swiss-based international corporations, of which there are many! ”

More about B+G & Partners: [www.bgcom.ch](http://www.bgcom.ch)

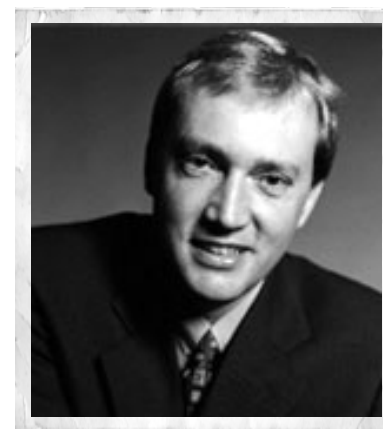


# TESTIMONIALS



## JOERG STRUWE

Managing Director, Struwe & Partners.  
Düsseldorf, Germany.



“ Struwe & Partners has been a member of AMIN for 25 years. We have not only learned how to improve our company’s creativity, efficiency and profitability, we have also gained significant new business, including Cessna Aircraft and 3M. And we have given our partners access to clients such as Villeroy & Boch and Viega. I believe the most important thing about AMIN is to get to know people personally. For instance, participating in Worldwide Meetings in the US has been both enlightening and informative. After being a member for so long, there must be some very good reasons, don’t you think? ”

More about Struwe & Partners: [www.struwe-partner.de](http://www.struwe-partner.de)



# TESTIMONIALS



## ANDRÉ VAN DER MEER

Managing Partner, Campagne Rotterdam.  
Rotterdam, Netherlands.

“ The Netherlands is a small but very international orientated part of Europe. Being successful in our country is difficult without an international focus. For that reason, being member of the AMIN Network helps enormously to reach our goals. We learn a lot from the other AMIN members, have access to our own European benchmarks and we distinguish ourselves from other Dutch agencies by using the network in pitches. And last but not least: the half-yearly meetings are highly inspiring! ”

More about Campagne Rotterdam: [www.campagne.nl](http://www.campagne.nl)

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# TESTIMONIALS



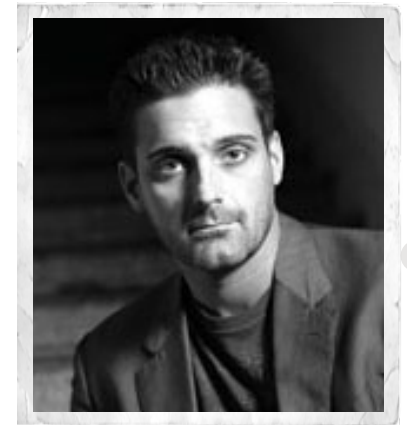
## GELLAN WATT

Managing Director/Creative Director, Thinking Juice.  
Bournemouth, UK.

Thinking Juice is a new member of AMIN and following a number of years we have become rated amongst the best creative agencies in the UK, even though we are still a relatively small business. We relish the opportunity to not only work as a group on large campaigns, but also to share knowledge, skills and insight into the business worldwide. Having come from a large agency background, and then launching our own independent, we've missed the support and backup of a network. It's also a very real competitive advantage for us to be able to deploy campaigns across borders with confidence. It's a very exciting step for us, and we're very glad to be on board with AMIN and look forward contributing to the network fully, and accelerating our growth.

More about Thinking Juice: [www.thinkingjuice.co.uk](http://www.thinkingjuice.co.uk)

thinkingjuice\*





# BECOME A MEMBER?

## WHAT DOES IT TAKE TO BECOME A MEMBER?

### AMIN EUROPE BASIC REQUIREMENTS – MUSTS

- › Independently-owned agency
- › Not part of another similar agency network
- › Key management are owners/partners of the agency
- › Minimum 10 years of operation
- › Respected in national/regional marketing communications community
- › Full-service agency with high strategic and creative standards
- › Ability to nominate 2 English speaking AMIN contact persons
- › Readiness to exchange and maintain confidential information within AMIN
- › Willingness to cooperate under common standards



# BECOME A MEMBER?

## WHAT DOES IT TAKE TO BECOME A MEMBER?

### A LITTLE MONEY AND A REAL COMMITMENT TO BE PROACTIVE

- › A reasonable entry fee of €1,700 to cover general initial costs such as inclusion in the website [www.amineurope.com](http://www.amineurope.com) and complying with our legal entity AMIN AIE.
- › A very reasonable membership fee: €3,000 per year covering the networks promotional, organisational, functional and basic conferences costs.
- › A commitment to actively, professionally and quickly respond to fellow members requests for information and requests for proposals when a client is interested in your market.
- › A commitment to participate in two network conferences or meetings annually (individual participating costs – approximately €850 per person, per meeting, plus travelling costs – at your own expense).





# BECOME A MEMBER?

## WHAT DOES IT TAKE TO BECOME A MEMBER?

### AMIN EUROPE RECRUITMENT – GOOD TO HAVE

- › Minimum 10 years of experience at Senior Management level
- › Billings – minimum €1 million annually
- › Critical head-count – minimum 5 full-time employees
- › Market Research capabilities
- › Direct Marketing capabilities
- › Public Relations service capabilities





# INTERESTED?

## AMIN Europe.

- › Contact Serge Rentsch (Vice-President AMIN Europe) [rentschs@bgcom.ch](mailto:rentschs@bgcom.ch) or René van Gameren (Network Coordinator AMIN Europe) [rene@amineurope.com](mailto:rene@amineurope.com)
- › Receive a visit from AMIN Ambassadors (Senior Members) at your Agency to get to know each other and learn more about AMIN.

