



GLOBAL PUBLIC AFFAIRS
FROM INSIGHT TO IMPACT



Global Public Affairs and Interel Group Announce New Strategic Partnership

OTTAWA, Ontario and BRUSSELS, Belgium January 20, 2011 - With today's conclusion of the latest round of Canada-EU negotiations towards a Comprehensive Economic and Trade Agreement (CETA), Global Public Affairs is pleased to announce a new strategic partnership with the Interel Group, a European Union-based international consulting group specializing in public affairs, strategic communications and association management and headquartered in Brussels.

Global Public Affairs ("Global") and Interel Group ("Interel") have developed this partnership with a view to deepening and expanding their respective client networks in light of strong current and future opportunities in the Canada-EU economic relationship. Economic relations between Canada and the EU are characterized by strong two-way trade and investment flows, with two-way trade in goods and services totaling approximately \$120 billion in 2009 alone. The CETA is expected to yield substantial opportunity for firms in both Canada and the EU, particularly in the areas of government procurement and services trade. Estimated real income gains equal approximately \$11.6 billion and \$16.4 billion for Canada and the EU, respectively. In October 2010, Global and Interel produced a joint assessment of the current negotiations, and will continue to monitor and analyze key areas of interest over the year as the negotiations aim to conclude.

"There is a great deal of potential for integration and collaboration in the Canada-EU bilateral relationship, particularly in light of the ongoing trade negotiations. The Global-Interel partnership will tap into that unrealized opportunity with a view to establishing a mutually-beneficial network for both companies," said Randy Pettipas, President and CEO. "Most importantly, Interel is a like-minded firm, with a robust service model, substantial policy and research capacity and strong internal "team culture." We believe this partnership will add tremendous value to our own team and the services we are able to offer clients. I very much look forward to working with Interel's professionals."

"We are delighted with our new partnership with Global" said Fredrik Lofthagen, CEO of Interel. "Canada and the EU have a similar approach to policy and legislation as well as many historic and cultural links. We will be providing an integrated service in the sectors that are subject to substantial regulation in both blocs, including raw materials, energy, manufacturing, transport, agri-food, health, consumer goods, financial services and IT."

Global Public Affairs is Canada's premier government relations firm. Headquartered in Ottawa with offices in Toronto and Calgary, Global serves corporate leaders within Canada as well as internationally based corporate entities. Global specializes in strategic research and counsel, government advocacy and issues management. For more information on Global, go to www.globalpublicaffairs.ca

Interel is an international consultancy group headquartered in Brussels with offices in Berlin, London, Prague, Paris and Washington DC, as well as an integrated network of affiliated firms spanning the globe. Recognized for its award-winning campaigns, the group has built an impressive list of clients, including



GLOBAL PUBLIC AFFAIRS
FROM INSIGHT TO IMPACT



many of the global names in the corporate as well as the association world. Interel specializes in public affairs, strategic communications and association management. For more information on Interel, go to <http://www.interelgroup.com/>

For additional information please contact:

Genevieve Young, Senior Vice President

613-783-3440, gyoung@globalpublic.com

Benno van der Laan, Interel

202-822-6496, Benno.vanderLaan@interel.eu