

**\*\*\* Press release\*\*\***

*Denis Pennel has been appointed as Managing Director of CIETT,  
the International Confederation of Private Employment Agencies*

Brussels, 12 October 2005,

The International Confederation of Private Employment Agencies (CIETT) today announces that it has appointed Denis Pennel as Managing Director. Denis Pennel has simultaneously been appointed as Managing Director of Euro-CIETT, the regional organisation that furthers the interests of CIETT's European members.

In his new role, Denis Pennel will be in charge of executing the day-to-day activities of both organisations and promoting the interests of the staffing industry before international institutions, such as the European Union (EU), the International Labour Organisation (ILO) and the OECD. In guiding Euro-CIETT, he will have continuing contact with key EU institutions (the European Parliament, the EU Commission and the Council of Ministers).

***About Denis Pennel***

As former Corporate Communications Director of Manpower France (1998-2005), Denis Pennel brings to CIETT and Euro-CIETT broad knowledge and experience in the private employment agency sector. Born in 1966, he graduated from the French Institute of Political Studies and subsequently started his career in Paris in 1989 within the Communication Group BDDP/TBWA as PR manager.

In 1991, he moved to London to work as a consultant for Financial Dynamics, one of the largest specialist communications consultancies in the UK. In 1993, he came back to Paris to join the accounting and consulting firm Deloitte, as Head of Information and was recruited five years later by Manpower France.

***About the new joint CIETT & Euro-CIETT headquarters***

Denis Pennel will be assisted in his new position by Michael Freytag, who was recently appointed as Policy Advisor of both CIETT and Euro-CIETT. Born in 1972, Michael Freytag holds a PhD in European Affairs and is experienced in working with legislators and government officials. Both will be based at the newly established joint headquarters of CIETT and Euro-CIETT in Brussels.

The two legally separate organisations have indeed decided to set up joint permanent headquarters in order to share knowledge, experience and costs and to maintain consistency between their respective

activities. As Europe accounts for about 50% of the agency work industry's total worldwide revenues, and because European Union regulators are based in Belgium, Brussels has been chosen as the best location for the combined permanent bureau.

Joel Biller, the CIETT President, welcomed the appointments. *“This is an important step in furthering the capability of the staffing industry to make known to decision-makers and the general public what a valuable contribution private employment agencies make to employment and economic growth. Our objective is to help our members conduct their businesses in a legal and regulatory environment that is positive and supportive”.*

Annemarie Muntz, President of Euro-CIETT, added: *“Europe is the only geographic entity in the world having supranational political bodies, setting up rules and regulations applicable to national governments. The Brussels based resources that will be available to guide our activities in Europe are particularly important as regards this context. We are all aware of the importance of reducing unemployment in several major European economies and of the necessity of increasing European competitiveness in global markets. With an enhanced staff of experienced and capable individuals, Euro-CIETT will be able to better assure that EU officials and MEPs have a deeper understanding of the economic and social benefits afforded by a healthy staffing industry so that they avoid creating unnecessary legal burdens.”*

### **About CIETT and EURO-CIETT**

Founded in Paris in 1967, CIETT is the International Confederation of Private Employment Agencies. CIETT is the authoritative voice representing the interests of agency work businesses across the world. It is recognised as such by international organisations such as the International Labour Organisation and the OECD, as well as national governments. CIETT brings together 35 national federations of private employment agencies and 6 of the largest staffing companies worldwide (Adecco, Kelly Services, Manpower, Randstad, USG, Vedior).

Euro-CIETT is the European organisation of CIETT. Its membership is comprised of those CIETT members who are active in European markets: 21 national federations of private employment agencies and the 6 largest European staffing companies. Its activities are of interest to other members of the staffing industry as well due to the importance of Europe globally. Euro-CIETT is recognised as the representative of agency businesses in Europe by such European organisations as the EU, UNI-Europa, UNICE, and the Dublin Foundation, as well as by national governments.

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