

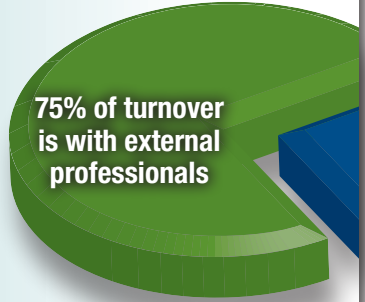
Gian Schiava

- Electrolux, Bruynzeel, Lalesse, MCFE, The Patient Safety Company, AFFARE
- 27 years' broad experience in marketing & sales; 22 on the client side and 5 on the agency side
- Geographic responsibility: NL, then Benelux, then EAME, then worldwide
- International exhibitions: CEMAT, Logistica, Movint, IMHX, SIL
- Allround marketer; project manager for operational, tactical and strategic jobs



AFFARE

- Started November 2010
- B2B / technical products
- International; network, cultural knowledge and experience
- Works with many field experts; 75% of turnover is with external professionals
- Gian project manager | back up is arranged



75% of turnover is with external professionals

HOW



Per project



On monthly fee



*At the client:
per hour, per week,
per month*

CLIENTS

Mitsubishi (PR, web, Facebook), **Caterpillar** (PR, Customer Magazine, Social media), **Degrocar** (advertising, DM), **Blicweb** (web editorship, PR, online promotion), **Advantech** (concepts, editorship, copy, advertising, eDM), **E-Tech bikes** (web development & corporate identity), **Rite-Hite** (PR, brochures, advertising), **Van Riet Materials Handling** (copywriting), **Savoie** (PR, direct Mail, exhibitions, advertising), **Manitou** (exhibitions), **Offringa** (PR, web, online advertising)

PRODUCTS

forklift trucks
dock shelters
conveyors
automatic storage systems
e-bikes
warehouse trucks
embedded computers
detection systems
WMS software
packaging machines
consultancy

INTERNATIONAL

- Exhibition in Germany? **No problem.**
- PR activities in the UK? **Let's do it.**
- Create marketing materials for the Spanish market? **Bring it on.**
- Printing job in Dubai? **We'll get the most cost effective solution.**
- Customer event in Italy? **We'll exceed your expectations.**
- Pan European magazine? **It's done.**