



PRESS RELEASE

Dirk Breeuwsma appointed BUY.O Benelux CEO

Paris, 5th of October 2009 : Buy.O, International Consulting Group, is happy to announce the establishment of Buy.O Benelux.

During the last five years Buy.O has progressively developed its activities in Benelux, leading various missions with a growing number of customers (such as Air France KLM; CSM; Electrabel; Merck...).

Buy.O has now decided to strengthen its local presence by creating a dedicated entity for this area. Both public and private organizations from The Netherland, Belgium and Luxembourg therefore benefit from additionnal proximity thanks to the local team and also have an access to the full range of services and network provided by the Group.

Mr Dirk Breeuwsma, is appointed CEO of Buy.O Benelux and will focus on Strategic Purchasing Consulting. Prior joining Buy.O, Dirk was CPO for Benelux, Nordics and Baltics at BT Group. He brings more than twenty years of procurement leadership in various sectors such as Chemical, Finance & Banking, ICT, Telecommunication as well as Industrial Services.

"I'm very pleased to have joined Buy.O. One of my major goals is to significantly contribute to the growth of the Group, increasing the worldwide level of support for our customers and also to play an active role in the development of efficient and innovative procurement functions" stated Dirk Breeuwsma.

Buy.O Procurement will be part of Procurecon from the 2nd to the 5th of November 2009, Plaza Hotel in Brussels. Buy.O Benelux will be represented by Dirk Breeuwsma who will also attend this event.

Meet Buy.O and his team on stand #19 !

www.procurecon.com or www.buyo-procurement.com

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SAS au capital de 100 000 Euros
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Dirk Breeuwsma
CEO, Buy.O Benelux

About Buy.O Group :

As an international consulting company, Buy.O Group dedicates itself to improving companies business performance.

Our mission is to help public and private organizations to generate added value through external resources: Customers, Suppliers and Strategic Partners.

Buy.O Group draws on 3 areas of expertise: Supplier and Purchasing Performance, Customer Capital Development as well as Strategic Partnership Creation, to support its clients in implementing new strategies, managing change and supporting operational projects.

Our clients either belong to international groups, SME's or public sector organizations.

Buy.O's missions cover a large diversity of business sectors and are conducted worldwide.

www.buyo-group.com

About Buy.O Procurement:

Part of the group, Buy.O Procurement reveals and boosts company's performance through procurement excellence.

Our strong service offering is structured around 3 major topics - Procurement Strategies, Procurement Transformation, Procurement Operational Projects – and helps our customers to create, develop and transform their procurement and supply chain function.

Buy.O's missions cover a large diversity of business sectors. Our clients either belong to international groups, mid size companies or organization from the public sector.

We are able to support any of our customers everywhere in the world (Asia – America – Africa - Europe). www.buyo-procurement.com

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