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## AIM Group International Makes Organizational Change in their Brussels Office

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Wim Desloovere (*pictured right*) is assuming the role of country manager for the Brussels office of the AIM Group International. Desloovere will lead AIM Belgium's ongoing strategic initiatives to provide innovative event services for top companies/associations and develop an expanding portfolio of regional and international accounts in the country.



Desloovere has 20 years of experience working in various positions linked to the meeting industry and this wealth of knowledge and expertise is the key to his leadership. His team says that he brings inspiration, an outstanding mix of operational experience and a passion for customer care. As country manager he will seek to drive local business and develop international clients by supporting strong customer relations all while developing the team and leading in terms of financials and KPIs.

"I am looking forward to contributing to the further expansion of the AIM Group in Belgium. I hope to bring my past experience to help leverage AIM Group's existing strong international network" says Desloovere.

Patrizia Semprebene Buongiorno, vice president of AIM Group, added: "New leadership announced today will further develop and evolve our business in Brussels. This city is more and more becoming a reference point as a major regional hub for international associations. I am confident that Wim will play a key role in providing and implementing new solutions and innovative approaches for our clients."

*The AIM Brussels office was established in 1999 becoming one of the best-known event management organizations in Belgium. Working on both local and international events, it has a wide range of clients including international associations, pharmaceutical groups as well as IT, financial and insurance companies. The office provides PCO services, association management (AMC), destination management (DMC) and the organization of corporate events. They have worked in the meeting and event management industry for more than 50 years and are committed to helping clients reach their goals, to personalizing their event experiences, to providing an innovative environment, and to making a difference. For more info, visit [aimgroupinternational.com](http://aimgroupinternational.com).*

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