



Press Release

Adecco becomes Official Provider Belgian Olympic Team – London 2012

Groot-Bijgaarden, 28 April, 2010 - Adecco, world leader in HR solutions, has become Official Provider Belgian Olympic Team – London 2012. The company signed a cooperation agreement with the Belgian Olympic and Interfederal Committee (BOIC) which will run through 2012. As Official Provider Belgian Olympic Team – London 2012, Adecco will be BOIC's exclusive HR service provider during the period of the agreement. This partnership reconfirms Adecco's commitment to people and companies active in the world of sports.

"Sports also means professional opportunities, employment and personal development, and in every case it's people who really make the difference. So I'm very pleased that we can support the BOIC in its Olympic mission", says Mark De Smedt, Country Manager Adecco Belgium & Luxembourg.

"Besides the talent and personal commitment of the athletes to perform at the highest level, it's the quality and professionalism of their support system that makes the difference. Human resources management is the key to success and Adecco is a reference on that level. The Belgian Olympic and Interfederal Committee (BOIC) is delighted to make Adecco's know-how and enthusiasm available to athletes, the world of sports and the Olympic movement in general. Because no one ever wins alone!" says Pierre-Olivier Beckers, Chairman of the BOIC.

A tradition of supporting Olympic and Paralympic athletes

The partnership with the BOIC in Belgium builds on Adecco's tradition of supporting athletes and sports performances throughout the world.

The Adecco Group participates in the International Olympic Committee (IOC) Athlete Career Programme and the International Paralympic Committee (IPC) Athlete Career Programme. These programmes have already helped more than 5,000 Olympic and Paralympic athletes in 40 countries make the transition from professional sports to a new career, or helps them combine competitive sport with education and work. Adecco is a proud sponsor of Belgian tennis champion Kim Clijsters, who made her successful comeback in 2009 winning the US Open. Additionally Adecco Belgium partners with Best of Belgium, a top event featuring a match between Kim Clijsters and Justine Henin on Thursday, July 8th, 2010 which fits within the European Presidency of Belgium during the second half of 2010.

This year, Adecco Group itself started a unique Win4Youth project, in which Adecco staff from all over the world run together raising money for six foundations whose goal is, the education and integration of young people into the job market. The Win4Youth initiative will culminate on 7 November, 2010, when 65 Adecco employees from all continents will be running in the New York City Marathon.

The importance of sports in the economy and employment

Adecco recognises the major role which sports play in the economy. Sports and sporting events offer professional possibilities not only for athletes, coaches and accompanying teams, they also generate permanent and temporary jobs in sectors such as catering, events, maintenance, clothing, security and many others. Within the framework of this partnership, the BOIC and its partners can rely on Adecco's expertise in the field of HR services.

About the BOIC

The Belgian Olympic and Interfederal Committee (BOIC) represents the Olympic Movement and its values in Belgium. 76 sports federations sit in the Committee's General Meeting, and together they include 20,000 sports clubs and 1,500,000 active sports people.

Along with promoting the intrinsic values of Olympism and providing specific services to the sports federations, the BOIC focuses on supporting top athletes. In this area, BOIC's primary task is to select athletes and manage their participation in the following multidisciplinary Olympic competitions: the Olympic Winter Games and Games of the Olympiad, the Youth Olympic Games (summer and winter edition), the European Youth Olympic Festival (summer and winter edition). For more information: www.olympic.be

About Adecco Belgium

With 600 employees and more than 120 branches, Adecco Belgium offers a wide variety of services. In Belgium, Adecco offers temporary staffing solutions, recruitment & selection and HR services. Specialised HR services for the Belgian market are offered through different brands and companies. XPE covers a wide range of Professional Staffing Solutions through its specialised units XPE Engineering & ICT, XPE Finance & Accounting and XPE Pharma & Science. Glotel offers HR services for expert profiles in the telecommunications industry, whilst Modis focuses on HR services for ICT professionals. Adecco's offering in Belgium is completed by the services of 3W, providing interim management solutions and Lee Hecht Harrison, specialising in career transition.

Adecco Belgium is part of the Adecco Group, the world's leading provider of HR solutions, based in Zurich, Switzerland. More information on www.adecco.be

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