

# WAN-IFRA Services to launch in July in Frankfurt

FRANKFURT, GERMANY: A new entity, WAN-IFRA Services, will launch in July in Frankfurt, Germany to deliver business and technology related services.

Two new departments for Innovation and for Public Affairs have been installed in Paris under the guidance of Larry Kilman, who has been named Secretary General. He will overview the activities of the not-for-profit advocacy branch, including Press freedom, media development, news literacy, public affairs, innovation and future technologies as well as the World Editors Forum.



"Creating a focussed services entity will allow us to consolidate the good operating results recorded in 2013," said Vincent Peyrègne, the CEO of WAN-IFRA. "It will optimise our processes, have a key influence on the way we work in the future and will allow us to deliver defined and value-driven activities and services across the board."

The global organisation for the world's newspapers and news publishers has sold its building in Darmstadt and is moving to the downtown waterfront area of the German financial capital. "Moving to Frankfurt is meaningful as it will put the organisation in the centre of an important international business hub, providing an opportunity to revitalise the organisation, which is dedicated to economic and technological transformation," he concluded.

## New COO appointed

Thomas Jacob, chief operating officer, will head the Services entity. The new entity implements a 'think global, act local' approach through its global services team comprising its flagship events, the World Publishing Expo and World Newspaper Congress, as well as publications, insights, and consultancy services.

The regional offices, including the new Europe, Middle East and Africa (EMEA) team housed in Frankfurt office, Asia-Pacific based in Singapore and South Asia based in Chennai, will be at the forefront of the organisation's direct connections with members in those regions. A formal presence will be established in Latin America by year-end.

"The media industry is going through a huge transformation. Our aim to develop the services division as the knowledge centre for the industry, by aggregating, curating and delivering knowledge and expertise needed to assist the industry in this transformation process," said Jacob.

## New head of EMEA

Manfred Werfel, who also continues to lead organisation's print production initiatives, will head the EMEA unit. The unit will manage the events program and awards organized in Europe, the Middle East and Africa, as well as the rollout of a comprehensive training program, Newsplex covering the needs of newsrooms, and Adplex to cater to the new demands of revenue generation in media houses.

WAN-IFRA was created in 2009 by the merger of the Paris-based World Association of Newspapers and IFRA, the newspaper technology and research organisation that has been based in Darmstadt since 1966.

For more information, go to <http://wan-ifra.org>.

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