

## Adecco Partners with the World Business Forum Series

**Zurich, February 9th, 2006:** Adecco S.A., the global leader in human resources and staffing services, has reached a 3-year agreement to become a leading partner with the World Business Forum series. The forum gathers top speakers and executives in thought provoking lectures and debates of critical business issues.

Beginning this year, the partnership includes forums in Chicago, Frankfurt, Milan and New York. Adecco will also partner with the World Business Forum in Madrid from 2007 onwards. Adecco's involvement includes branding, hospitality and speaking opportunities.

World Business Forums, which are produced by The HSM Group, are organized throughout Europe, the United States and South America. The two-day conferences draw thousands of senior executives to a series of addresses by renowned thought leaders from the worlds of business, politics and government. The two-day schedule also includes social and networking events. Speakers in 2006 include Bill Clinton, Rudy Giuliani, Helmut Kohl, Jack Welch, Chris Patten and Tom Peters, among others.

"Adecco is proud to become a sponsor of The World Business Forum. We see the forum as a perfect setting for discussing the future of work and the role that HR management will play in securing future business success", said Ian Grundy, Senior Vice President, Public Relations & Global Marketing Partnerships, Adecco Group.

"Adecco is a perfect partner for supporting the mission of the World Business Forums," said HSM CEO Nelson Duboscq. "Their global leadership position in staffing & HR services will add value to the series and bring lively discussion and debate around the world of human resources and leadership".

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HSM Group ([hsm-group.com](http://hsm-group.com)) is an international multimedia firm specializing in executive education. HSM is committed to leveraging a range of information channels---print, online content, expositions and conferences---to bring the most important thought leaders and the latest ideas and business management trends to senior executives worldwide. In addition to the World Business Forum series, HSM also organizes the World Negotiation Forum, the World Marketing Forum and the World High Performance Forum.

Adecco S.A. is a Fortune Global 500 company and the global leader in HR services. The Adecco Group network connects over 700,000 associates with business clients each day through its network of over 33,000 employees and over 6,600 offices in 75 countries and territories around the world. Registered in Switzerland, and managed by a multinational team with expertise in markets spanning the globe, the Adecco Group delivers an unparalleled range of flexible staffing and career resources to corporate clients and qualified associates.

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