



# Pressemitteilung

## **MEDIA CONSULTA organises event for European Commission**

### **Measures to announce maritime policy**

*Berlin, 08.10.2007* – Prospective objectives of the EU maritime policy will be announced on October 10 in Brussels. To direct the focus on maritime policy in public, MEDIA CONSULTA organises a high-profile event in the city of Brussels, on behalf of the European Commission, DG Fisheries and Maritime Affairs. President of the European Commission José Manuel Durão Barroso and the Commissioner Joe Borg are going to open the event.

A special feature of the event is a water curtain, visible day and night. By projecting logos and pictures onto it, its function is to draw attention to the event. A tent will provide information booths, exhibitions and multimedia-based simulations to visitors. Here people can inform themselves about the maritime world.

In addition to the conception, planning and implementation of the event MEDIA CONSULTA is responsible for press and public relations measures in Brussels and the EU Member States.

Using the opportunity of an event organized in Berlin on 9th October in cooperation with the Berlin representation of the German Federal State Schleswig Holstein, local media will be given an opportunity to have a preview of the issue linked to the EU Maritime “package” that will be announced the following day. Similar events are being organised in other EU member states.

The new policy of the EU is the result of a year long pan-European consultation debate on the issues and benefits linked to an integrated approach to maritime affairs. The new maritime policy shall satisfy the demands of the Europeans and guarantee a prospering maritime industry



as well as a healthy marine wildlife. Since 2006 MEDIA CONSULTA is working for the Directorate General for Fisheries and Maritime Affairs.

About MEDIA CONSULTA:

MEDIA CONSULTA is the largest independent PR and advertising agency in Germany and is the market leader in the areas of corporate communication, youth marketing and political communication. MC is the only German network to maintain its own subsidiaries and network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management as well as TV production.

For further information  
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