



# Press release

Brussels, 18 November 2014

## **Damien Van Renterghem appointed CEO of KBC Brussels**

**The appointment of Damien Van Renterghem as CEO of KBC Brussels marks another major step by the KBC Group Executive Committee in the start-up and development of KBC Brussels. KBC Brussels is a joint project of KBC and CBC to further increase the focus on clients by developing a new brand in Brussels and strengthening KBC's position in Europe's capital city. Damien will take up his post on 1 January 2015.**

**Damien Van Renterghem (aged 44)** graduated with a degree in Commercial Engineering from the Catholic University of Mons in Belgium in 1993 and obtained a Masters in Management Sciences, Retailing and Marketing from the University of Manchester Institute of Science and Technology in the United Kingdom in 1994. He began his career as a Consultant for Accenture in the Brussels Area. In 1997, he moved to BNP Paribas Fortis, initially as Manager of the Woluwe Branch before moving to the position of Commercial Director for Brussels North and then Brussels South. Between 2010 and 2012, Damien was Private Banking Director for the Brussels region, and at the start of 2013 was appointed Retail & Private Banking Sector Director, Brussels East.

**Daniel Falque, CEO of KBC's Belgium Business Unit:** 'Until now KBC was present in Brussels under the different logos of KBC and CBC, thus building on the strengths of each of the two entities in their respective markets in Flanders and Wallonia. The decision to launch a separate brand for KBC Brussels (as announced at the KBC Investor Day held on 17 June 2014) should bring KBC and CBC closer to our clients and the world they live in. We believe that we can grow together with Brussels and want to bring the region and its people solutions tailored specifically to their needs. KBC Brussels will reflect the unique cosmopolitan nature of Brussels and better meet the needs of the people living there. Retail and small business clients will get a single, integrated bank-insurance product and service offering, existing KBC/CBC branches will be repositioned and innovative new branch concepts will be introduced under the KBC Brussels flag. Given his years of experience and knowledge of the region, Damien is perfectly placed to quickly gain the trust of clients, staff and stakeholders and to make KBC Brussels a strong brand in our capital city. We are, therefore, very happy that he is joining our team.'

**Damien Van Renterghem:** 'My extensive experience in the financial sector, the relationships I've built up in the Brussels region and the importance I attach to building relationships with clients and multicultural cooperation should help me put KBC Brussels on the map and make it a success.'

I am very proud to be joining KBC, a group that puts local responsiveness to the fore and its clients centre stage. I am also happy to be joining a team whose professionalism and knowledge will ensure that KBC Brussels becomes the best financial partner in the capital. My task and that of my staff is to generate added value for our current and future clients and to help them with all their projects. When they're happy, we'll be happy, too. Our values are based on expertise, listening, respect, diversity, bespoke solutions, quality and always wanting to do things better.'

### **Note for the Editor**

Damien Van Renterghem will be happy to meet the press in person in the spring of 2015 when he will present KBC's specific plans for Brussels.

A picture of Damien is available at the Press Office.

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