

Office

- Est. in 1993
- Located in the heart of Europe's capital
- Works for local Belzo, midcaps and international HQs and funds



Expertise

Nicolas, consumer products expert

Nicolas coauthored "How Do Leaders Drive Category Growth?" Looking at more than 200 consumer products companies, Nicolas explained that the most valuable products are category leaders in the premium segment.

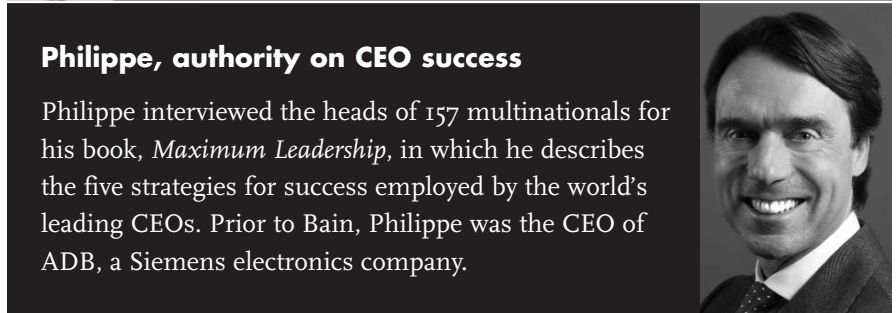


"I chose Bain Brussels for its strong competitive position, growth, high-quality work and, most importantly, for its people."

—Cédric, consultant

"I joined the Brussels office because it was a fast-growing business, in the middle of Europe, and had a lot of connections with other European offices."

—Evelyne, consultant



Philippe, authority on CEO success

Philippe interviewed the heads of 157 multinationals for his book, *Maximum Leadership*, in which he describes the five strategies for success employed by the world's leading CEOs. Prior to Bain, Philippe was the CEO of ADB, a Siemens electronics company.

Outside the Office

Brussels office, Bain World Cup host

Brussels hosted more than 550 employees from 29 offices for the 20th annual Bain World Cup soccer tournament.



Client Challenge

Food Co. suffered from low profitability and growth, with unsuccessful ventures in new geographies and noncore businesses.

Recommendations

- Achieve full potential of core business; decrease new venture activity
- Reinforce innovation pipeline
- Improve execution of geographic expansion

Results

- Revitalized revenue growth from 0% to 8% in five years

Profit (indexed)

