

Promoting Cannes Lions in Netherlands

Lions Festivals have announced the new team of professionals who will collectively promote Cannes Lions and Eurobest in the Netherlands. Known as Orange Lions, the group will be formed from FinchFactor and SyndiQate.

Orange Lions combines local and international experience of the creative industry in the Netherlands with expertise across reputation management and events. Commenting on the new representatives, Philip Thomas, CEO of Lions Festivals says, "This is the first time that we have appointed a collective representative in this way. It makes sense to pool knowledge, passion and skills from two companies such as these and we are delighted that they have both come on board to help fly the flag for creativity in their country."

Founded in Amsterdam, FinchFactor is an expert in reputation management and brand amplification for the creative industry worldwide. Kerrie Finch, founder & CEO, will act for FinchFactor. "Both Cannes Lions and Eurobest set the bar high for the creative industry. As the representative for the Netherlands, Orange Lions is committed to championing the very best of breed work, so that the creative community as a whole reaches that goal - and exceeds it. I am passionate about the thriving local and international creative community here in the Netherlands and the role of rep is not one to be taken lightly. I am eager to get started."

SyndiQate is an experienced production and events organiser specialising in the production of large and small corporate events both nationally and internationally. Commenting on its position, Leendert Mulder, owner of SyndiQate, says, "For more than 12 years the company has been organising events for companies during the Cannes Lions festival. With its experience in servicing the advertising industry with captivating events and activations it will be able to revamp the presence of Cannes Lions and Eurobest in the Netherlands."

For more:

- Bizcommunity Special Section: [Cannes Lions](#)
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Information on Cannes Lions facilitated by Cinemark, South Africa's official representative of the Cannes Lions Festival.