

Media release

## **Havas launches Blockchain Switzerland/AMO, a global strategic advisory offer tailor-made for the Swiss blockchain ecosystem**

**Havas Group announced today a new partnership with Hirzel.Neef.Schmid.Counselors to offer strategic communications advice and international reach for blockchain/crypto clients in Switzerland and around the world.**

Zug, January 14, 2020 – Havas Group and Hirzel.Neef.Schmid.Counselors have joined forces to create Blockchain Switzerland/AMO, a new offer dedicated to advising startups, corporations and institutions within the highly dynamic Swiss blockchain ecosystem.

Blockchain Switzerland/AMO will provide:

- Consulting and token economics
- Tech advisory and prototyping
- Tech development and projects' industrialization
- Market positioning strategies' development
- Analysis of target audiences and opinion leaders
- Stakeholder engagement strategies with business, political, regulatory, media and investor audiences
- Content strategies and multi-channel implementation
- Local know-how and resources to efficiently deploy positioning strategies and campaigns globally

[Havas Blockchain](#), Havas Group's crypto and blockchain solution, provides consulting, tech development and international communications services. It creates award-winning communications campaigns in the blockchain field for clients including Tezos, Global P.O.S and Arteia. The Havas Blockchain teams co-organized the Paris Blockchain Week 2019, the first international series of events held in France dedicated to blockchain and crypto assets.

[Hirzel.Neef.Schmid.Counselors](#), Switzerland's leading strategic communications consultancy, draws on extensive expertise and a broad network with strong ties to policymakers, corporates, industry experts, investors and media. With offices in Zurich, Berne, Geneva and Zug, Hirzel.Neef.Schmid.Counselors offers access to decision-makers in Switzerland's business, and political centers.

Havas Blockchain and Hirzel.Neef.Schmid.Counselors complement each other ideally and will now work hand in hand to offer tailor-made solutions for clients in the Swiss blockchain ecosystem.

*"Blockchain technology is today where the Internet was in the 1990's. Its potential is largely untapped and technological change will significantly accelerate its adoption. It will be a major growth driver for new ventures and a powerful catalyst for the transformation of global businesses. Blockchain's impact will be most powerful where new ideas combine with scale in terms of reach to consumers, clients, suppliers and investors. Blockchain Switzerland/AMO is ideally placed to help companies unleash this potential in terms of positioning and communication. We have local know-how and, with Havas Blockchain, we now have the resources to help our clients execute on global strategies", says Andrés Luther, Partner at Hirzel.Neef.Schmid.Counselors.*

# Hirzel.Neef.Schmid.Counselors

*“I am particularly pleased to develop our activities in Switzerland, a key market for the European and global Blockchain ecosystem. These will be structured around Zug’s Crypto Valley but also deployed in Zurich, Berne and Geneva. This deployment, combined with a dedicated office opening, is in line with Havas Group’s “Together” spirit”, says Fabien Aufrechter, Head of Havas Blockchain.*

Blockchain Switzerland/AMO will have further international reach via the [AMO Network](#), Havas Group’s leading global partnership of corporate and financial communications consultancies, present in more than 12 countries. Hirzel.Neef.Schmid.Counselors is AMO’s exclusive member in Switzerland and has a long track record working with Havas.

*“The AMO network supported by Havas Group is now a leader in financial communication, but our vision goes further. For our customers, we are constantly looking to develop meaningful solutions together. This new office opening is perfectly in line with the momentum we have given to the network in recent years and illustrates the synergies we are pushing daily.”* comments Yannick Bolloré, Chief Executive Officer of Havas Group.

## For further information:

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**Hirzel.Neef.Schmid.Counselors** was founded in 1997 and is organised as a partnership of internationally experienced Swiss consultants specialised in strategic communications and public affairs. They assist their clients in matters related to corporate communications, public relations, financial and capital market communications, crisis communications, mergers & acquisitions and public affairs, by developing and implementing the appropriate strategy and contents.

**Havas Blockchain** is Havas Group’s fully integrated communications offering supporting blockchain tech businesses and entrepreneurs. Havas Blockchain focuses on providing consulting and tech support for cryptocurrency fundraising rounds and Blockchain projects. It also offers training, coaching, public affairs and global communications support for firms operating in the blockchain ecosystem. Havas is one of the world’s largest global communications groups. Founded in 1835 in Paris, Havas employs more than 20 000 people in over 100 countries.