



PRESS RELEASE

*Achievement Through Best Practice*

## AttivaCorp™ opens Southern European office in Rome, Italy

**03 August 2005**

### **Leading consulting firm expands its European presence.**

Revenue Generation consulting firm AttivaCorp™ formally announced its entry into Southern Europe through the opening of its Rome, Italy office. "While we have been in operation here since October 2004, I am pleased to formally announce our presence to the market through the opening of our Rome office" says Gerry Kennedy, CEO of AttivaCorp™. The company, founded in August 2004, achieved registration as a European Union company in March, 2005, and now has offices in the U.S., Central and Southern Europe.

"We are a company which helps other companies grow their business through Best Practice techniques" says Valentina Lucaferri, AttivaCorp™ Vice President and Country Manager - Italy. "This is a place where multinational companies thrive. Here AttivaCorp™ can bring its best skills to generate revenue for its clients, whether they are operating in Italy or abroad. I am pleased to be part of AttivaCorp™'s professional team." Ms. Lucaferri manages all AttivaCorp™ operations in Italy and facilitates the entry of companies to the Italian market, and the entry of Italy based companies to markets abroad

"AttivaCorp™ is fortunate to have Valentina lead our efforts here in this country" says Gerry Kennedy. "She brings many years of experience in, and knowledge of the Italian market. She is well respected in the Italian business and governmental community, and clearly understands the immeasurable value of the Customer."

### **ABOUT ATTIVACORP**

AttivaCorp™ is a relationship based Revenue Generation Consultancy providing "Best Practice" solutions to the Information and Communications Technology industry. Drawing from its roots in the Telecommunications industry, the company was founded in 2004 by industry veteran Gerry Kennedy. Senior management has over 100 years of combined professional experience in industry, government and the financial community. The adept nature of the Company enables the provision of focused "Best Practice" solutions with specific focus in the areas of Business Development, New Market Entry, Financial Services and Organizational Consulting.

AttivaCorp™ facilitates trade and business partnerships between North America and Europe, with strong focus on high growth markets in Southern, Central & Eastern Europe, as well as Central Asia.

AttivaCorp™ is headquartered in the Washington, D.C. area, and has offices in both Maryland and Virginia. AttivaCorp™ is a registered European Union company with branch offices now open in Prague, Czech Republic and Rome, Italy.

### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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