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Econocom Group appoints Christoph Bläser as Country Manager for Germany and Poland

Frankfurt, September 3, 2020 - **Econocom Group, first digital general contractor in Europe, announces the appointment of Christoph Bläser as Country Manager for Germany and Poland.**

Christoph Bläser has arrived at Econocom on September 1st as Country Manager to strengthen Econocom in Germany and Poland. Thanks to his remarkable experience in sales of IT services and financing solutions and his knowledge of the market, he has held leadership positions during his career at IBM Global Financing and HP Financial Services.

As Country Manager for Germany and Poland, Christoph Bläser will focus on implementing the new ambitious development plan of the company, which aims to position Econocom Germany and Poland as strategic partner for as a service and pay-per-use solutions.

Christoph Bläser says: *"The last few months in particular have shown how imperative the digital transformation is for successful companies. My goal is to provide German and Polish companies with the unique wealth of experience of Econocom in all areas of digitalisation - from procurement to services and financing solutions. This combination makes Econocom a valuable and strong partner for digital solutions."*

ABOUT ECONOCOM

First digital general contractor in Europe, Econocom conceives, finances and facilitates the digital transformation of large firms and public organisations. With 40 years' experience, it is the only market player offering versatile expertise through a combination of project financing, equipment distribution and digital services. The group is present in 18 countries, with over 10,000 employees and €2,927m in revenue. Econocom is listed on Euronext in Brussels, on the BEL Mid and Family Business indices.

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