

Rio de Janeiro, November 6th 2013.

Dear Sir/Madam,

I am writing to recommend Mr. Michel Greulich [Locations & Ideas agency] for the position of Executive Producer for your project as "Guest of Honour at the Frankfurt Book Fair". The Brazilian Committee had the pleasure of working directly with Mr. Greulich to prepare our presentation as Guest of Honour at this year's Frankfurt Book Fair, and his tremendous abilities amazed us. During that time of preparation, we worked together closely and intensely, so we had the chance to understand his capabilities.

His company Locations & Ideas was responsible for the overall budget and the realization of all local services in Frankfurt, for example caterings, transportations, technical and communication equipment, office installations, receptionists, simultaneous and consecutive interpreters, logistic coordination and even hotel scouting.

Mr. Greulich's incredible adaptability with clients has been fundamental for the success of our programme as Guest of Honour. He had to hire services with many different partners in Frankfurt, and Mr. Greulich's ability to promote the intercultural understanding between Brazilians and Germans was definitely crucial for our work. Also, in many occasions, his ability to know what the client wants before they tell him made our team feel confident and comfortable with him. His flexibility also allows him to quickly switch tactics in case the customer changes their mind about something at the last minute — and in a great project as the Guest of Honour at the Book Fair, it was quite usual.

Besides, Mr. Greulich's previous connections with so many service providers in Frankfurt was also very important for us, since things can really become hard when you do not know well the area. For instance, regarding the catering contracts we made for the Opening of the Brazilian Pavilion and for the Mousonturm events, Mr. Greulich was brilliant in choosing the providers, the chefs and even the ingredients, so we managed to get good prices and wonderful services.

Mr. Greulich is also able to work effectively with other co-workers, which makes him a great addition to the team. In this sense, he was also helpful regarding the contact with the PR agency and the Frankfurt Book Fair teams.

With his abilities, adaptability and dedication, Mr. Michel Greulich is a great executive producer, especially for a foreign team arriving in Frankfurt for the first time. We have no doubts you will be exceptionally pleased if you hire him. If you have any questions, please feel free to contact me at the address below.

Yours sincerely,



Ana Julia Cury

Executive Manager

Brazil GoH Frankfurt Book Fair 2013
National Library Foundation / Ministry of Culture
Rua da Imprensa, 16, room 1.110
Rio de Janeiro/RJ – Brazil
ana.cury@bn.br