

**P R O F E S S I O N A L   E X P E R I E N C E**

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- 2008 : creation of **Edith Coune Consultancy (ECC) sprl**,  
Services to sustainable Management & Development

**First clients & missions:**

- Plate-Forme Maison Passive asbl: general coordination
- Monde Selection sprl (till 2008)l : elaboration and following of the Com strategy
- Cluster CAP 2020 asbl (since April 2008): general manager (40 %)

- 1998 – 2007 : **BASF BELGIUM**, Brussels  
(Chemicals Sales Subsidiary, turn-over € 0.5 B)

2001 – : **Communication Manager**  
(Reporting to the Managing Director of BASF Belgium and to the European Responsible of Communication; Member of the Executive Committee)

- Development and implementation of the communication strategy.
- Organisation of events: private annual concerts of BASF in Belgium (Axelle Red with 550 invitees in 2007); internal events; customer events etc.
- Contribution to the launching of the European corporate magazine in 2003 (30.000 copies, 6 languages). Member of the editing committee.
- Responsible of the Corporate Image Campaign in Belgium. Budget: € 1 M/year
- Facilitation of the relationship between politicians, federations, opinion makers and BASF top-management in Belgium. Over the year, construction of an extended network.
- Management of the partnership with the Atomium (2006), based on the corporate image campaign 'Invisible contribution, visible success'. Budget: € 0,2 M;

2005 - : **Market Development**

- Elaboration of the "We grow Belgium" Strategy.
- Elaboration of the concept of market development in the construction industry, promoting the products for low-energy housing in Belgium.
- Contribution to the launch of E6, a consultancy business in energy efficiency in buildings, in 2007

1998 – 2000: **Controlling assistant**

- Controlling, budgeting and 5-year-business plans for the company.

**P R O F E S S I O N A L   E X P E R I E N C E   C O N T N ' D**

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- 1995 – 1998: **FACULTY OF LAW** , Namur  
(Faculté de Droit, Université Notre-Dame de la Paix)
  - Assistant to Professor Jean-Marie Cheffert: lectures in micro-economics, economics of the telecommunications industry.
  - Research and publications in the economics of the telecommunications industry with focus on the universal service.
  
- 1988 – 1994: **BASF BELGIUM**, Brussels  
(Chemicals Sales Subsidiary, turn-over € 0.5 B)
  - 1990 – 1994: **Marketing Assistant, Performance Products Division**  
(Turn-over € 100 M)
    - Controlling, budgeting and 5-year-business plans for the Division.
    - Marketing studies and sector analysis.
    - Special projects: user-responsible for two IT-projects (CRM, statistics); ISO-9001 certification of 2 production plants; launching of the distribution network for cooling-liquid in Belgium.
  
- 1988 – 1990: **Economist, Statistics and Economics Studies Department**
  - Assistant to the Department Manager, involved in all the strategic projects and in the budgeting- and planning-processes.
  
- 1987 – 1988: **ROYALE BELGE**, Brussels
  - Launching of a training program for high potentials.

**E D U C A T I O N**

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- **Masters in economics (Namur University)**  
( « Licenciée et Maître en Sciences Economiques et Sociales – Option analyse » - Magna cum Laude)
  
- **Aggregation for teaching (Namur University)**  
( « Agrégation de l'Enseignement Supérieur en Sciences Economiques et Sociales » - Magna cum Laude)

**L A N G U A G E S**

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- Fluent in French and Dutch
- Good English and German

**P E R S O N A L**

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- Birth: Brussels, 6 May 1965
- Nationality: Belgian
- Civil status: married to Bernard Deltour (partner – Liedekerke Law Firm)  
3 daughters (°1991, 1994 and 2001)