



PRESS RELEASE
Paris, June 25, 2026.

WMH PROJECT BRUSSELS EXPANDS ITS INTEGRATED OFFERING WITH THE ACQUISITION OF SECOND FLOOR AND SUNSET EVENTS



WMH Project Brussels announces the acquisition of creative agency Second Floor and event agency Sunset Events. This strategic move represents a new step in WMH Project's expansion across Europe, establishing a fully integrated Belgian player that combines communications, creativity and brand experience within a single organization.

The newly formed entity will bring together nearly **40 employees** and represent **€11 million in consolidated revenue**, providing companies, brands and institutions with a single partner capable of designing and delivering 360° communication strategies.

This acquisition is part of WMH Project Group's European growth strategy, with the ambition of becoming Europe's most desirable Global Experience Agency. Already operating in France, Belgium, Italy, the United Arab Emirates and the United States, the Group intends to continue expanding across the Benelux region and strengthen its presence in Luxembourg, the Netherlands and Switzerland in the coming years.



"This acquisition represents a new milestone in our European growth strategy. Belgium is a strategic market for WMH Project, and the integration of WMH Project Brussels, Second Floor and Sunset Events enables us to create an integrated player capable of supporting brands and institutions across all their communication, engagement and experience needs. Our ambition is to build an independent European leader by bringing together the very best talent and expertise to serve organisations," said **Marc FISCHER et Franck CHAUD, co-presidents, WMH Project Group.**

A UNIQUE OFFERING DESIGNED TO SUPPORT BRANDS

Founded in 2007 and led by Olivier Bialek, Second Floor has established itself as a leading creative agency specialising in brand strategy, communication campaigns, visual identity and storytelling. Its clients include Kréfel, Visit Brussels, Carlsberg, Tao, Cefora, Bruxelles Formation, Valipac and Triodos.

Founded in 2018, Sunset Events has become a recognised player in corporate events and premium brand experiences, working with clients such as Stellantis, Partena Professional, BESIX, Dior, Kia and BNP Paribas Fortis. Their expertise naturally complements that of WMH Project Brussels, which operates across corporate communications, media relations, digital, public affairs and events.

Through the combined strengths of the three entities, clients will now benefit from an integrated offering covering strategic consulting, creative development, media relations, digital, influencer marketing, brand activation and event production.

"The market is increasingly looking for integrated and consistent partners capable of supporting all types of organisations across their communications, campaigns and creative development. These acquisitions therefore represent a major strategic milestone in the history of WMH Project Brussels," said **Vinciane MOREL DE WESTGAVER, General Manager of WMH Project Brussels.**

"With the support of WMH Project Group, we also benefit from the strength of an international organisation, enabling us to further develop existing synergies and deliver even greater value and impact for our clients."

A NEW GOVERNANCE STRUCTURE TO SUPPORT FUTURE GROWTH

The full integration of activities will be completed throughout **2026**. The new organisation will be led by **Vinciane MOREL DE WESTGAVER** and **Olivier BIALEK**, who will serve as **Co-CEOs**. **Ilona DE WITT** will lead the events division as **Head of Events**.

"After several years dedicated to developing our creative expertise, we wanted to take the next step. Joining WMH provides us with the resources to accelerate our ambitions while preserving our identity and our creative standards," said **Olivier BIALEK, Founder and Managing Director of Second Floor.**



"Our strength has always been our ability to transform brand strategies into memorable experiences. By joining WMH Project Brussels, we are further strengthening this integrated approach and opening up new development opportunities for both our clients and our teams," added **Ilona DE WITT, Director of Sunset Events.**

About WMH Project Brussels:

WMH Project Brussels is an agency specialising in communications, events and brand experiences, supporting organisations in the design and delivery of high-impact campaigns. Its expertise spans media relations, digital communications, strategic consulting, creativity, brand communications, activation, as well as event production and management.

As a member of the WMH Project Group, the agency combines strategic consulting, creativity and operational excellence to support institutional and corporate clients across Belgium and Europe.

About WMH Project Group :

WMH Project is a leading Global Experience Agency that designs and delivers bold, measurable and responsible experience platforms across more than 100 countries. The agency helps brands come to life and grow, creates meaningful conversations with audiences, drives consumer engagement and generates positive, long-lasting impact. With €225 million in revenue in 2025, the agency relies on more than 500 employees across France and international markets (Paris, Lyon, Marseille, Bordeaux, Brussels, Milan, Dubai and Los Angeles) and brings together five areas of expertise: Event, Travel, Design, Content and Influence.

In 2025, WMH Project was named Responsible Communications Agency of the Year and International Event Communications Agency of the Year.

Learn more: www.wmhproject.fr



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