

# PRESS RELEASE

## Westphalia Global Advisory announces corporate rebrand **Introducing MacroScope Strategies (M2S)**

(The Hague, 18/01/2022) – Westphalia Global Advisory (WGA), a premier provider of diplomatic support services, announced today that it has completed a major rebranding of the company into MacroScope Strategies (M2S).

Established in 2018 in The Hague, The Netherlands, by Dr. Timo F. Behr and R. Tim Eestermans, WGA has provided its clients with a range of diplomatic and geopolitical risk services through its offices in Berlin (Germany), Brussels (Belgium), and The Hague (The Netherlands). These services will continue under the new brand.

The corporate rebranding to MacroScope Strategies (M2S) will see these services expand to include market access, intelligence, regulatory monitoring, and government affairs.

The rebranding also coincides with the opening of M2S's new office at Masdar City in Abu Dhabi (United Arab Emirates) and the onboarding of a senior team of in-country experts. Through its new office in Abu Dhabi, M2S will service its clients in the Arabian Gulf and wider Middle East, while expanding its service offerings to its European and other clients with a focus on the region.



**Tim Eestermans**, Co-Founder and Co-Managing Director of M2S

*"Our new brand is a reflection of our growing maturity and expanded offering, which we seek to make available to a more diverse set of clients, while continuing to offer an expanded range of first-class diplomatic support services to our existing clients"*



**Dr Timo Behr**, Co-Founder and Co-Managing Director of M2S

*"Europe's green transition and the rapid economic transformation of the Gulf countries provide a wealth of opportunities for corporate and public actors, but critical regulatory gaps remain. Under our new brand, and from our new offices in Abu Dhabi, we offer tailored market entry and business intelligence services to clients in Europe and the Arabian Gulf to help them bridge this gap and capitalize on new opportunities."*

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For further inquiries, contact us at [info@macro-strats.com](mailto:info@macro-strats.com)