

To: Erik Wesselius  
Subject: re: disagreements between CEO and B-M  
From: Jeremy Galbraith  
Date: Wed, 2 Feb 2005 18:00:39 +0100

Dear Mr Wesselius,

I write in response to the latest posting on your website concerning Burson-Marsteller and our client BSEF. I agree with you that a meeting makes no sense - you have no interest in letting truth or fact get in the way of your campaign against industry's right to lobby.

It is fair to say that I am disappointed, as I – and Dr Ray Dawson the Chairman of our client BSEF - have tried to engage in an open and honest dialogue with you, but you have chosen instead to publish materials with numerous factual errors that also draw weakly substantiated and biased conclusions. Your descriptions of BSEF are so inaccurate and extreme that no serious stakeholder with which the bromine industry interacts will take CEO's "anti-industry" perspective as anything other than that.

In this latest publication there are no fewer than 33 factual errors - and there are even more misinterpretations.

Because our efforts at responsible dialogue with you have only been manipulated by you, I will not make the effort to itemise these 33 factual errors for you. You would only misrepresent us again.

I believe that industry, like NGOs, has the right to make its case to policymakers on issues impacting it. I am proud of the success that Burson-Marsteller has had in this regard in support of our clients and of the ethical framework within which we do it.

I understand that your objective is to create public interest in a campaign critical of lobbying and that, in this regard, the brand of Burson-Marsteller working for the chemical industry is too enticing to ignore, even if that means getting facts wrong or drawing weakly substantiated conclusions.

As with previous correspondence, in the interest of transparency, I encourage you to publish this letter on your web site.

Yours sincerely,

Jeremy Galbraith

Jeremy Galbraith  
Burson-Marsteller / BKSH  
118 Avenue de Cortenberg  
B-1000 Brussels

Tel. direct: +32 (0)2 743 6628  
Fax +32 (0)2 735 8528  
E-mail: [Jeremy\\_galbraith@be.bm.com](mailto:Jeremy_galbraith@be.bm.com)