

Bostrom and Kenes Group: Strategic Alliance for Global Association Growth and Conference Innovation

[Bostrom](#), a leading association management and professional services firm, and award-winning [Kenes Group](#), a global leader in conference and management and society expertise, are pleased to announce a strategic alliance to enhance their global impact.

This partnership represents a significant step towards advancing both organizations' capabilities and worldwide presence. It marks a pivotal turning point in expanding Bostrom's client base internationally and strengthening its proficiency in medical associations' management while enabling Kenes to expand with a strong foothold in the U.S. through Bostrom's association management reach.

Through this strategic alliance, Bostrom and Kenes will develop innovative conference concepts together, particularly in emerging markets and specialized fields of expertise.

Bostrom's Global Growth Strategy

As part of its ongoing commitment to provide unique services to its clients, Bostrom has sought a strategic global partner with deep expertise in international conference marketing and management. Kenes Group, known for its 60 years of experience in organizing global medical and scientific conferences, is the ideal collaborator. The alliance will empower Bostrom to broaden its current portfolio by offering clients expanded global opportunities, access to new markets, and specialized knowledge in medical association management.

“This partnership with Kenes Group aligns with our vision to grow Bostrom’s international presence while enhancing the depth of our offerings in the medical sector,” said John Dee, CEO of Bostrom. “We are excited to collaborate with Kenes, whose reputation for delivering world-class events and knowledge in medical societies is unparalleled.”

Kenes Group’s Expansion into the U.S. Market

For Kenes Group, this alliance opens new doors to the U.S. market, providing access to Bostrom’s established reputation and network in association management. By partnering with Bostrom, Kenes will be able to bring its innovative approach to organizing global conferences to U.S.-based associations and tap into emerging, creative markets for future event opportunities.

“We are aware of the tremendous potential of the U.S. market, and our partnership with Bostrom will allow us to extend our reach and collaborate with new associations seeking to grow globally,” said Ori Lahav, CEO of Kenes Group. “We are looking forward to working together with a highly respected organization such as Bostrom to create dynamic, forward-thinking events and bring global expertise to the U.S.”

Looking Ahead: A Joint Vision for Global Growth

The partnership between Bostrom and Kenes Group represents more than just an expansion of services—it signals a new era of global collaboration. Both organizations are committed to co-developing innovative conference models that address the evolving needs of associations worldwide. By combining Kenes Group’s global insights and Bostrom’s U.S.-based association management expertise, the alliance aims to set higher standards for conference excellence, driving transformative event experiences for associations and their members in an increasingly interconnected world.

About Bostrom

Bostrom is an association management company providing comprehensive management services, strategic consulting, and professional services to a wide range of national and global organizations. With a focus on enhancing member experiences and driving organizational growth, Bostrom's expertise spans sectors including medical, professional, and trade associations. For more information, visit www.bostrom.com.

About Kenes Group

Kenes Group is a globally recognized Professional Conference Organizer (PCO) and Association Management Company (AMC) with six decades of expertise in organizing and managing international medical and scientific conferences, as well as supporting associations. With a talented team of over 380 professionals across 18 locations on four continents, serving more than 100 long-term clients.

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