

# Global PR Agency Network Adds New Members

## Network Extended to Encompass Five Continents

NEW YORK, November 26, 2012 – PR World Alliance (PRWA) today announced the addition of three new members and an existing member's expansion into China, giving the network a presence on five continents. The international network now comprises 20 members in 16 countries including Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)). Members are independent, owner-led firms with a strong track record of client service excellence in their respective nations.

New members added by unanimous acceptance during the network's recent General Assembly in Cascais, Portugal include:

- Publico Kommunikation located in Denmark. Led by Uffe Lyngaae, Director, Publico specializes in strategic and analytical public relations projects for clients such as Novo Nordisk, TDC mobile telecommunications, and ISS Denmark among others. The addition of Publico extends PRWA's capabilities throughout Scandinavia, where the network was already represented in Sweden.
- PR Africa International with offices in Lagos, Abuja and Nairobi. Founded in 2000, the firm provides brand and media communications services, trade and investment promotions as well as public policy advocacy and lobbying to private and public sector entities in Sub-Saharan Africa. With clients such as GTBANK, FIRSTBANK, CENTRAL BANK OF NIGERIA, MTN, GLOBACOM, NEPAD, GOVERNMENT OF NIGERIA, ETF, and others, the firm is active across a broad spectrum of industries.
- VIANEWS located in Sao Paulo, Brazil. VIANEWS is a Brazilian PR agency founded in 1986. The firm provides media relations, social media, crisis management, content and corporate communication in Brazil and throughout Latin America. Current clients include: HP, Arab Banking Corporation, Regus, CapGemini, Corel, General Electric IE, Lexmark, Rakuten, and Vopak among others.

"We are delighted that firms of this caliber have chosen to join PR World Alliance and expand within our network," said Peter V. Stanton, chair of the Alliance and CEO of Stanton Communications in the United States. "We believe it stands as testament to the fact that independent communication consultancies are much in demand by clients seeking a high level of service provided by senior professionals dedicated to helping them achieve their business objectives. PR World Alliance offers an attractive and economical alternative to global communications holding companies whose allegiance is first and foremost to shareholders rather than to clients," Stanton concluded.

In addition, PRWA member firm, Cap & Cime PR, based in Paris, announced that it is opening a new office in Shanghai, adding to the network's range of capabilities. The new office already is fully operational.

Located at the heart of Shanghai, Cap & Cime PR China is led by XIAO Chun, former associate director of Ogilvy Shanghai. Cap & Cime PR China addresses the full spectrum of communication needs of French, Chinese and foreign companies in this market.

"In keeping with our dynamic international development, Cap & Cime PR has always provided tailor-made solutions for our clients," Dominique Mine, President of Cap & Cime PR explained. "Today the new office in China allows us to support our customers and partners by fully integrating the culture and economic specifics of the Chinese market. We also open new gateways and new opportunities in China by setting up our Chinese office in Shanghai, a city in perpetual development", Mine concluded.

Today, the Cap & Cime PR China team consists of two trilingual consultants offering expertise on the Chinese market and good knowledge of the specificities and needs of each client.

### About PRWA

PR World Alliance is an international network of premier independent communication consultancies. Partners are carefully selected and are established, respected and accomplished firms with a solid reputation for producing superior results for clients. The network encompasses public relations companies and offices in North America, South America, Europe, Asia and Africa with offices and joint venture partners in Pakistan, and India. The network continues to seek new members in strategic locations.

PR World Alliance provides clients with an extensive depth of knowledge in individual countries as well as a solid understanding of the dynamic multi-national marketplace. The network offers strategic communication, public relations and public affairs counsel, new product launch and promotion, social media programs and more. For more information, visit [www.prworldalliance.com](http://www.prworldalliance.com).

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