

Worldcom PR Group EMEA strengthens its position and support for clients in Benelux

[InstiCOM](#), from Belgium, and [IvRM](#), from The Netherlands joined the acclaimed PR network

Brussels, Belgium. 8th November 2010 – The [Worldcom Public Relations Group](#), the world's leading network of independently owned public relations counseling firms, has expanded its capability of providing global PR services with the addition of two new partner agencies in Europe: [InstiCOM](#), based in Belgium, and [IvRM](#), from the Netherlands.

“InstiCOM joined the Worldcom PR Group because of the excellent reputation of the network and the professionalism of its partners. We can help partners and companies worldwide with our expertise in the Belgian market and offer an integrated approach for Benelux together with our two Dutch partners”, comments Hans Karperien, CEO of InstiCOM. Worldcom PR Group EMEA also has the support of Wisse Kommunikatie in the Netherlands.

“We decided to join the Worldcom PR Group because it gives us access to international, in-depth communications expertise. With more than 100 independently owned public relations counseling firms, Worldcom is the leading global network. IvRM services a wide range of international clients who can now be served by Worldcom partners wherever they need support”, says Peter Davina, Director at IvRM.

Both partners joined Worldcom PR Group after passing a comprehensive selection process and fulfilling the quality standards required to become a member of the network.

During the past year, Worldcom PR Group has shown significant growth in EMEA, with the addition of new partners in France, Sweden, Turkey, Egypt, Lebanon and, recently, in the Netherlands and Belgium.

About IvRM

IvRM is at the forefront of the new generation of communication agencies. Continually focused on building and strengthening the reputations of its clients, IvRM provides organisations with strategic communications advice and guides them in translating this advice into practical solutions. The key practise areas of IvRM are Public Relations, Public Affairs and editorial productions that meet its clients' communication desires and needs. When developing communication strategies, the consultancy always adopts an approach that blends theory with practice. IvRM helps organisations establish a leading market position and strengthens their name and brand identity. IvRM's eighteen communication advisers work for over 70 clients, ranging from (stock exchange listed) companies to (semi) government institutions, municipalities and branch and professional organisations. More information: www.ivrm.nl

About InstiCOM

InstiCOM is the only specialist in Belgium who fills the gap between your organization and the media. We have developed specially designed methods to ensure a permanent interest of the media to your organization. Editorial Marketing is cheaper than advertising and benefits of a higher consideration. With a monthly fixed fee corresponding to a fixed amount of apparition of your organization in the media, you receive a highly efficient communication tool. A constant



interest from the media to your organization brings you the recognition of your name and establishes you as an authority in your domain of activity. Communication advisers of InstiCOM are highly experienced with Editorial Marketing and offer their talents to organizations, companies, and institutions, professional and industrial organizations. InstiCOM gained among others the trust of: Air Products, Autodesk, Brussels South Charleroi Airport, EMEC (European Marine Equipment Council), i-Theses, InterfaceFLOR, Keramag, Ryanair and XanGo. More information: www.insticom.be

About Worldcom PR Group

Worldcom Public Relations Group is the world's leading partnership of independently owned public relations counseling firms, with some 112 offices in 93 cities worldwide. Established in 1988, it was formed so that the strongest, most capable independent public relations firms could serve national, international and multi-national clients while retaining the flexibility and client-service focus inherent in independent agencies. Through The Worldcom Group, clients have on-demand access to in-depth communications expertise from professionals who understand the language, culture and customs of the geographic arenas in which they operate. Visit www.worldcomgroup.com for more information.

Worldcom EMEA currently comprises 38 agencies with strong expertise in consumer, healthcare, travel & tourism, technology, energy & environment, financial services, investor relations, public affairs and crisis & issues management. Clients include Unilever, Johnson & Johnson, Panasonic, Sony Ericson, LG Electronics, the EU Anti-Tobacco Campaign, Verbatim and Palm. Visit www.worldcomprgroupemea.com for more information.

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