

One of the Oldest Russian Communicational Agencies Ya Corporation Enters the Market of Kazakhstan

Russia, Moscow, 18 November 2010 – Ya Corporation Communication Group, one of the oldest Russian agencies with more than 18-year history entered the Kazakhstan market by establishing the Ya Corporation – Kazakhstan agency.

The official presentation of Ya Corporation – Kazakhstan took place on 29 October in the city of Almaty in the conference hall of the new Complex of Ski Jumps. The event was attended by the heads of marketing and PR departments of the leading Kazakhstan businesses, financial organizations, governmental bodies, as well as journalists.

“Russia and Kazakhstan, though being checked by a number of objective and subjective issues, consistently continue their mutual integration, – said Egor Moskvina, General Director of Ya Corporation Communication Group on the presentation. – As a member of the common business community that represents the communications industry, we do our best to supplement this process. Establishment of Ya Corporation Kazakhstan is our contribution to the dynamic process of integration of these two counties and their peoples”.

Ya Corporation Kazakhstan will provide the Kazakhstan’s business community with top-class communicational products, the quality of which will be guaranteed by one of the oldest and most prominent Russian agencies, specialized in public relations, government relations, corporate communications, design, poligraphy and Internet marketing. “In the short-term perspective the firm will focus on public relations and Internet promotion”, – said Baurzhan Palymbetov, Ya Corporation Kazakhstan Director.

“In the course of more than 18-year history of Ya Corporation we have acquired a very rich experience, that we are delighted to share with our Kazakhstan colleagues. In the present post-crisis environment leading companies sell not just a products, but ideas. And that very ideas we are going to generate for our clients”, – added Egor Moskvina.

Ya Corporation Kazakhstan office is located in Almaty city.

About the Ya Corporation Communication Group

Ya Corporation Communication Group is one of the oldest Russian agencies, that since 1992 has pioneered and rendered complex services in PR and advertising. In 2001 Ya Corporation became a member of the world’s leading network of independently owned public relations counseling firms Worldcom. The agency’s mission is to generate conditions for sustainable growth of our clients through efficient creative solutions and results. Ya Corporation’s soundly fulfilled projects are marked by over 50 diplomas and awards of Russian and international professional associations, including the National Award in Public Relations ‘Silver Archer’ and the International Public Relations Association’s ‘Golden World Award’.