



## **Worldcom PR Group EMEA strengthens its client support in Southern Europe with its new partner in Portugal**

**Brussels, Belgium. 2<sup>nd</sup> February 2011** – [Cunha Vaz & Associados](#), one of the key firms of communication consultants in Portugal, has been elected as the new partner of the [Worldcom Public Relations Group](#), the world's leading network of independently owned public relations counseling firms.

"We decided to join Worldcom in the summer of 2010. At that time of the year, we always organize an internal reflection about the state of the Company and about its future. To apply to join Worldcom was one of the main decisions taken this year. For us, the Worldcom network represents an unique opportunity to create new contacts and explore new markets that would maximize this firm's experience," said António Figueira, director of Cunha Vaz & Associados.

Cunha Vaz & Associados has recently joined Worldcom in January, after going through a complete selection process and accomplishing the quality standards required to form part of the network.

"We are very happy to begin 2011 by expanding our network and being able to provide PR services to our clients in Portugal through our new partner Cunha Vaz & Associados. Worldcom PR Group has expanded its global reach in 2010, and we plan to continue growing during this year too," said Corinna Voss, Worldcom PR Group EMEA Chair.

During 2010 the Worldcom PR Group has shown significant growth in EMEA with the addition of new partners in Sweden, Turkey, Egypt, Lebanon, the Neetherlands, Belgium, Finland and the UK. Cunha Vaz & Associados is the first addition to the network this year.

### **About Cunha Vaz & Associados**

Cunha Vaz & Associados is one of the leading firms of communication consultants in Portugal. Its activity is sharply focused on the formulation and management of communication strategies in various sectors of economic and social life. Over the years it has accumulated a wealth of experience, particularly in the fields of finance, insurance, consumer affairs, distribution, health, culture and sport. More information: <http://www.cunhavaz.com/>

### **About Worldcom PR Group**

Worldcom Public Relations Group is the world's leading partnership of independently owned public relations counseling firms, with some 109 offices in 95 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](http://www.worldcomgroup.com) for more information.

Worldcom EMEA currently comprises 36 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](http://www.worldcomprgroupemea.com) for more information.

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