



## **Worldcom PR Group EMEA extends its reach into Africa**

*Leading international PR partnership holds its EMEA regional meeting in Cape Town, South Africa, and reinforces its expansion into the African region*

**Barcelona, October 6<sup>th</sup> 2011.** The [Worldcom Public Relations Group](#), the world's leading partnership of independently owned public relations counseling firms, holds its EMEA regional meeting in Cape Town, at The Mount Nelson Hotel, from October 6<sup>th</sup> to October 8<sup>th</sup>, 2011.

Top PR Professionals from several EMEA countries will be discussing innovative, new PR services as well as a Worldcom methodology for implementing the [Barcelona Principles of Measurement](#), which the partnership recently adopted in its global meeting in Madrid May 2011. The CEOs of Worldcom agencies will also hold strategic meetings and workshops with local companies, with the aim of sharing knowledge about PR and business in the EMEA region.

"Cape Town is the home of Worldcom EMEA's newest partner, Lange 360, and a launching pad of our growing expansion into the African continent. South Africa is a key emerging market in terms of PR and marketing communications", comments Corinna Voss, Chair of the Worldcom PR Group EMEA. "We are eager to learn more about this region and we are willing to establish strategic partnerships and collaborations with local companies that will help them to grow in their markets".

Worldcom PR Group EMEA offers customized services to its clients and helps companies to grow far beyond their country's boundaries. Six new partner agencies have joined the network in the last 12 months, after passing a rigorous admission process. Furthermore, the PR partnership expects to grow aggressively in the following months.

### **About Worldcom PR Group**

Established in 1988, The [Worldcom Public Relations Group](#), is today the world's leading partnership of independently owned public relations counseling firms, with 107 partner agencies worldwide, in 90 markets, in 46 countries, across six continents. With more than 2,000 employees, and revenue of more than US \$265 million, partners collectively serve national, international and multi-national clients seamlessly, while retaining the flexibility and client-service focus inherent in independent local agencies. Through Worldcom, 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 do business. For more information, please visit [www.worldcomgroup.com](http://www.worldcomgroup.com)

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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