



## **Worldcom PR Group strengthens its client support in EMEA with new partners in Israel and Sweden**

**Barcelona, 26<sup>th</sup> January 2012** – [COM&SENSE](#) from Israel and [Oxenstierna & Partners](#) from Sweden have been elected as the new partners of the [Worldcom Public Relations Group](#), the world's leading network of independently owned public relations counseling firms.

COM&SENSE is a leading public relations firm in Israel that creates a competitive edge for its clients in all media forms with the same outcome: promotion in a creative, dignified and credible manner. "COM&SENSE decided to join Worldcom PR Group due to the growth and strategic development of the firm. With experienced partners in every corner of the world, we hope to share communications expertise and clients with other like-minded agencies. We will share our unique insights, communication methodology and connections in the Israeli market with other Worldcom PR Group partners around the globe", said Ben Johnston, Global Department, COM&SENSE.

Oxenstierna & Partners is a communications agency that offers both strategy and operations management in conjunction with communication activities. "Becoming a part of the Worldcom PR Group is a quality marker and a great opportunity for us to enhance and extend both our business and offer. Many of our clients require international PR and IR activities and as a part of Worldcom we have high hopes of providing other member companies with projects and assignments. At the same time, our experienced and professional team of consultants looks forward to helping Worldcom partners' clients", said Anna Oxenstierna, Partner and Senior Communications Consultant at Oxenstierna & Partners.

Both COM&SENSE and Oxenstierna have recently joined Worldcom, after going through a complete selection process and accomplishing the quality standards required to form part of the network.

"Selecting new partners is a thorough task, and a very important one for maintaining the quality standards of the Worldcom PR Group. Our goal is to have professional local partners with a deep knowledge of their markets, and therefore we are happy to welcome both COM&SENSE and Oxenstierna to our network," said Corinna Voss, Worldcom PR Group EMEA Chair.

### **About COM&SENSE**

COM&SENSE is a leading Public Relations firm in Israel that creates a competitive edge for its clients in all media forms with the same outcome: promotion in a creative, dignified and credible manner. COM&SENSE's key practice areas are Strategic Communications, Corporate PR, Healthcare, Law firms and Public Affairs. Truly a 360 degree firm, COM&SENSE guides corporations, governmental agencies and organizations to strengthen their brand and message. The diversity and excellence of COM&SENSE's work is continually recognized by the Israeli Public Relations Association. For more information: <http://www.ces-global.com/>

### **About Oxenstierna & Partners**

Oxenstierna & Partners is a communications agency that offers both strategy and operations management in conjunction with communication activities. We provide



advice in public relations and investor relations as well as business strategy and project management. We also produce websites, annual reports and other publications.

With broad experience in business management, project management and multiple communication disciplines, we place great emphasis on smart, effective solutions, complemented by an in-depth knowledge of our client's business. More information: <http://www.oxp.se>

### **About Worldcom PR Group**

Established in 1988, [Worldcom Public Relations Group](http://www.worldcomgroup.com) is the world's leading partnership of independently owned public relations counseling firms, with 107 partner agencies worldwide, in 91 markets, across six continents. With more than 2,100 employees, and revenue of more than US \$260 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.

[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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