



LOCAL INTELLIGENCE. GLOBAL IMPACT.

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**PROI WORLDWIDE EXPANDS IN AFRICA BY ADDING CYCLONE IN CAMEROON**

*New hub in Central Africa completes global partnership's presence across the African Continent*

**NEW YORK:** Cyclone, a communication consultancy agency based in Cameroon with additional offices in Congo Brazzaville, Gabon, and soon the Democratic Republic of Congo, has become a partner of PROI Worldwide, the leading global partnership of independent communications agencies. With 75 agencies across five continents, PROI Worldwide is the world's largest partnership with more than 5,000 staff servicing 6,300+ clients worldwide and 2015 net fee income of US\$ 702+ million.

"Cyclone, whose client work in B2B, media relations, high tech, retail, marketing, environmental and providing strategic counsel, provides us with a hub in Central Africa and completes our approach to assisting clients on the African Continent," said Hong Kong based Richard Tsang, Global Chairman, PROI Worldwide. "Cyclone's team of young, passionate and dynamic consultants complements our PROI Worldwide agency teams in East, West, North and South Africa as well as in Egypt and the Middle East," added Tsang.

"Being part of the global family of PROI Worldwide agencies will help us differentiate ourselves from our main competitors by attaining a set of knowledge and technical skills so as to best satisfy our clients. It will be an extra motivation to accelerate our deployment projects in French African countries" said Russelle Kikoeng, Cyclone's CEO.

Kikoeng added "Joining the PROI Worldwide partnership also provides us access to regional and global support as well as technical expertise offered by one of the top 5 top global partnerships and ensures we provide clients PR services meeting international standards."

PROI Worldwide's other central hub offices on the African Continent are in Cape Town and Johannesburg, South Africa, Nairobi, Kenya, Accra, Ghana, Casablanca, Morocco, Dubai, Middle East and Cairo, Egypt. PROI agencies in each of these geographic centers have offices, or operate, in surrounding countries. According to PROI Worldwide's Director, Global Development, Jean Leopold Schuybroek, "we will be augmenting our presence in Africa in some select markets but our current geographic offering meets the needs of our clients." PROI Worldwide's Founder and Global Managing Director Allard van Veen adds "we are placing a high priority on the African Continent and expect communications needs in the region to grow significantly as local, regional and global companies expand and extend their geographic reach globally and into African markets."

**About Cyclone**

CYCLONE is a communication consultancy agency based in Cameroon with additional offices in Congo Brazzaville, Gabon, and soon in the Democratic Republic of Congo. The agency's areas of operation include B2B, media relations, high tech, retail, marketing, environmental and providing strategic counsel. A team of young, passionate and dynamic professionals provide services including public relations, advertising and graphic design, AV, research and lobbying.

**About PROI Worldwide**

PROI Worldwide, the world's largest partnership of integrated independent communications agencies founded in Europe in 1970 has offices in more than 110 cities in 50+ countries, with 75 leading independent integrated communications partner companies and more than 5,000 staff servicing 6,300+ clients worldwide. PROI Worldwide's combined fee turnover of its partner agencies exceeds US\$702,000,000, positioning it as the 6th largest communications company in the world by net fee income.