



LOCAL INTELLIGENCE. GLOBAL IMPACT.

**Andreas Fischer Appelt**  
Global Chairman, PROI Worldwide  
afa@fischerappelt.de

**Allard W. van Veen**  
Global Managing Director, PROI Worldwide  
avanveen@proi.com

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## **PROI WORLDWIDE LEADS LISTS FOR CONSULTANCIES OF YEAR IN EMEA**

*PROI Worldwide ensures independents stack up against internationally owned Agencies*

**LONDON:** Seven PROI Worldwide Agencies top the lists of finalists for Consultancies of the Year in Europe, The Middle East and Africa (EMEA), as published by the London based Holmes Group which provides the most sophisticated reporting and analysis on public relations and communications trends and issues and which is recognized as the industry leader in its field.

The seven listed Consultancy of the Year PROI Worldwide Agency finalists are Atmosphere Communications (Africa), fischerAppelt (Germany, Austria and Switzerland), Ewing PR (Eastern Europe), Wellcom (France), Atrivia/Inforpress (Iberia), Lansons (UK) and Interel (Public Affairs).

The PROI Worldwide Agencies are finalists in 7 of 10 categories of communications Agencies. "This confirms that PROI's growth strategy of acquiring only leading independent Agencies within the global partnership is what defines and differentiates us from other independent agencies," said Andreas Fischer Appelt, German based Global Chairman of PROI Worldwide and owner of fischerAppelt one of Germany's largest communications Agencies.

"That our Agencies share the list of top agencies primarily with globally owned and branded Agencies confirms that PROI Worldwide offers a strong alternative to clients who prefer to work with local experts while also having access to leading professionals around the globe," stated Allard W. van Veen, Global Managing Director and a Founding Partner of PROI Worldwide which was established in 1970.

"This is a great achievement for our PROI Worldwide Agencies in our EMEA region" commented Jean Leopold Schuybroek, Director, Global Development for PROI Worldwide whose extensive experience in the global industry is reflected in new PROI partner Agency recruitment as he, supported by a team of on the ground Agency experts, travels the globe to meet with both established and new, emerging, Agencies.

The Holmes Group is dedicated to proving and improving the value of public relations, by providing insight, knowledge and recognition to public relations professionals. The Holmes Group was founded in 2000 by Paul Holmes, publisher and CEO, who has more than two decades of experience writing about and evaluating the public relations business and consulting with both public relations firms and their clients.

PROI Worldwide was founded in Europe in 1970 and is the world's largest partnership of leading independent integrated communications agencies with 2014 fee income in excess of US\$ 615 million. With a presence in 50 countries on six continents, PROI's 110+ office locations include London, Paris, New York, Hong Kong, Frankfurt, Tokyo, Beijing, Brussels, Mumbai, Los Angeles, and Sao Paulo. PROI Worldwide Partners are business leaders and entrepreneurs who understand the demands facing clients and the importance of return on investment and they combine their local knowledge to deliver global results.