



MEDIA RELEASE

PROI Worldwide welcomes ETHICORE Group, strengthening its global public affairs and policy advisory capabilities

Chicago, Illinois, USA. Tuesday, May 5, 2026: PROI Worldwide, the world’s largest partnership of independent communications agencies, today announced the addition of ETHICORE Group, a pan-African government, corporate and public affairs consultancy headquartered in Cape Town, South Africa.

Founded in 2009 by CEO Abdul Waheed Patel, ETHICORE Group has built a strong reputation for its pioneering approach to ethical influence and engagement across Africa and the Middle East. Operating at the intersection of markets, governments and society, the firm advises companies, investors and institutions on navigating complex regulatory, political and public policy environments.

“ETHICORE Group brings a highly differentiated and increasingly important capability to our network,” said Angela Scaffidi, Global Chair of PROI Worldwide. “Their deep expertise in public affairs, regulatory strategy and geopolitical intelligence strengthens our ability to support clients operating in complex and fast-evolving markets.”

With a footprint spanning more than 25 African markets and strategic expansion into the GCC region, ETHICORE Group combines policy intelligence, stakeholder engagement and strategic advisory to deliver measurable outcomes. Its integrated model bridges government, public and corporate affairs, political communications and geopolitical insight - enabling clients to unlock opportunity, mitigate risk and accelerate growth.

“Joining PROI Worldwide is a defining milestone in our journey,” said Abdul Waheed Patel, CEO of ETHICORE Group. “At a time when global and regional dynamics are increasingly interconnected, our clients require both deep local insight and access to global perspectives. Through PROI, we look forward to collaborating with like-minded partners to deepen our capability set and deliver integrated, cross-market solutions and global expertise that bridges Africa with the world.”

About PROI Worldwide

PROI Worldwide is a global network of entrepreneurial communications agencies, representing combined revenues exceeding US\$1.1 billion. With 90+ partners in over 65 countries and more than 9,000 employees, PROI Worldwide combines local expertise with global reach.

About ETHICORE Group

ETHICORE Group is a pan-African government, corporate and public affairs consultancy operating across Africa and the GCC. Founded in 2009, the firm specialises in policy advisory, regulatory advocacy, political communications and geopolitical intelligence. ETHICORE Group supports multinational corporations, investors and institutions navigating complex operating

environments, helping to shape policy outcomes, unlock opportunity and drive sustainable growth.

Media Contacts:

Abdul Waheed Patel, CEO, ETHICORE Group - awpatel@ethicoregroup.com

Nicola Nel, Global MD, PROI Worldwide – nnel@proi.com