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PROI Worldwide Welcomes Singapore-based RICE Communications

Strategic Communications Consultancy Expands Global Network's Reach in Southeast Asia

Chicago: RICE Communications, headquartered in Singapore, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with 90 partners in 65 countries.

“Since our founding in 2009, RICE has been people-led and recognized for its culture, which has helped us grow into one of the largest, most successful independent communications consultancies in Asia,” said James Brasher, managing partner of RICE Communications. “We are eager to join PROI Worldwide and benefit from the deep knowledge of Partners throughout the world.”

Jeff Lambert, Global Chair of PROI Worldwide and Chair of U.S.-based Lambert by LLYC added, “RICE is an award-winning consultancy with deep expertise in B-to-B technology, corporate and consumer industries. With a vision centered on stewardship, RICE continually seeks to positively impact its clients, employees, the industry and communities in which it operates. They are a powerful addition to our global partnerships.”

Over the past 15 years, RICE Communications has established an enterprising spirit that has spurred its growth into new territories throughout Southeast Asia. Today, RICE remains an independent consultancy focused on delivering strategic and creative communications solutions for its clients. Key services also include research and insights, content development, and crisis and issues management.

PROI Worldwide encompasses 90 PR and communications businesses in 165 cities and 65 countries. Lambert said individually they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$1.1 billion in annual revenue and over 9,100 employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.

About RICE

[RICE](#) is a strategic communications and public relations consultancy that helps brands and organizations turn influence into results in Asia. Since 2009, it has partnered with some of the world's most innovative and purpose-driven companies to tell their stories and fulfill their objectives through effective communications.

RICE has won recognition for all-round excellence by the communications industry's highest bodies, including the ICCO Global Award - Agency of the Year (Small/Medium) 2023, PRISM Consultancy of the Year 2023 (Singapore PR Institute), IPRS Outstanding PR Consultancy Award for two consecutive years 2022 and 2023 as well as PRCA SEA's Large Consultancy Award 2022 and recognition in PProvoke Media's Global Creativity Index 2022. RICE also ranks among Asia's Best Workplaces (Great Place to Work) and has been recognized as Workplace Champion (PRCA SEA) with the Best Culture of the Year 2020 (PRWeek Asia). With presence in Singapore, Myanmar, Hong Kong, Thailand, and the Philippines, RICE is a true pan-regional voice of authority on strategic communications, with deep roots across APAC.

About PROI Worldwide

[PROI Worldwide](#) harnesses the collective power of the world's most entrepreneurial communications firms. Individually, they are successful local and regional businesses. Collectively, they are a communications powerhouse delivering for clients worldwide. PROI encompasses 90 partners with 9,100+ employees in more than 165 cities and 65 countries. With combined 2023 revenue of more than US\$1.108 billion, PROI ranked 5th among consolidated communications groups, and is the only one in the top five based on a unique partnership of independent business people. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.