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Unbox Communication Joins PROI Worldwide, Expanding the Network's presence in Eastern Europe

Chicago, Illinois, USA: PROI Worldwide, a leading global network of independent communications consultancies, proudly announces the addition of Unbox Communication, a dynamic and creative communication agency based in Chisinau, Republic of Moldova. This partnership strengthens PROI's presence in the Eastern European market, bringing valuable expertise in human rights, CSR, brand communication and PR.

Founded in 2022 by a pragmatic entrepreneur with a strong commitment to sustainability and human rights, Unbox Communication has quickly established itself as a key player in the Moldovan market. The agency is 100% women-led and known for its bilingual, multi-ethnic team, providing a deep understanding of Romanian and Russian-speaking markets.

"Unbox Communication's dedication to social impact and their expertise in strategic communication make them a valuable addition to the PROI Worldwide network," said Angela Scaffidi, Global Chair of PROI Worldwide. "Their unique perspective and understanding of the Eastern European market will be a great asset to our global partners."

Unbox Communication offers creative and branding, influencer relations, social media and media relations. Their primary practice areas include non-profit/NGO work and key clients include UNICEF, UN Women, UNFPA, ILO Moldova and the German Agency for International Cooperation (GIZ).

"We are thrilled to join PROI Worldwide and collaborate with like-minded entrepreneurs to scale our business sustainably," said Ludmila Bogheanu, CEO of Unbox Communication. "We believe that together, we can deliver even greater communication value to our clients and contribute to a more sustainable and equitable world."

Unbox Communication's leadership team includes CEO, Ludmila Bogheanu and COO Rodica Ivtodi.

About PROI Worldwide: PROI Worldwide is a global network of entrepreneurial communications agencies, representing combined revenues exceeding US\$1.108 billion. With 90 partners in 65 countries and over 9,100 employees, PROI Worldwide harnesses the collective power of the world's leading communications firms.

About Unbox Communication: Unbox Communication is a creative social communication agency based in Chisinau, Republic of Moldova. Founded in 2022, the agency specializes in human rights, CSR, brand communication and PR.

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