



**Contacts:**

**Emmanuel Goedseels**  
Partner  
Whyte Corporate  
Affairs  
[ego@whyte.be](mailto:ego@whyte.be)

**Jeff Altheide**  
Global Managing Director  
PROI Worldwide  
[jaltheide@proi.com](mailto:jaltheide@proi.com)

**Ciro Dias Reis**  
CEO  
Imagem Corporativa,  
Brazil  
And Global Chair PROI  
Worldwide  
[ciro@iccom.com.br](mailto:ciro@iccom.com.br)

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## **Whyte Corporate Affairs joins PROI Worldwide**

*Brussels-based Firm Bolsters Network's Capabilities in Corporate Affairs*

**Chicago:** Whyte Corporate Affairs, based in Brussels, Belgium, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with 85 partners in 60 countries.

“For owners of independent communications agencies, there is something valuable gained from sharing knowledge of the management of the agency, its challenges and its opportunities,” said Emmanuel Goedseels, Partner of Whyte Corporate Affairs. “With the sizable resources of PROI, we are also looking to exchange best practices on the evolution of our business and our disciplines.”

Ciro Dias Reis, PROI Worldwide Global Chair and CEO of leading Brazilian firm Imagem Corporativa, stated “Recent events, including the Covid pandemic and war in Europe, show how difficult it can be for organizations to navigate the needs of all their stakeholders in our dynamic global environment. Whyte Corporate Affairs has a proven track record and deep experience and will be a great addition to the resources within PROI.”

In nearly 15 years in business, Whyte has grown steadily to become the largest corporate affairs agency in the Belgium market. Today with offices in Brussels and Antwerp, and subsidiary businesses Twyst for consumer PR and StudioTokyo for design, they provide a broad range of services to Belgium based businesses, as well as international firms with operations in the country.

PROI Worldwide encompasses 85 PR and communications businesses in 165 cities and 60 countries. Reis says, individually, they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$1.075 billion in revenue and 7,500 employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.

## **About Whyte Corporate Affairs**

[Whyte Corporate Affairs](#) is an independent Belgian communications agency that specializes in corporate communication, public affairs, crisis communications and issues management, internal communications and change management, financial communications and information design. The agency was established in 2008 and distinguishes itself through its integrated “corporate affairs” approach and is one of Belgium’s market leaders in its field.

## **About PROI Worldwide**

[PROI Worldwide](#) harnesses the collective power of the world’s most ambitious entrepreneurial communications firms. By sharing global insights and best practices, PROI agencies remain best in market trendsetters, supporting the drive to deliver the most impactful communications campaigns for their clients. In 2021, PROI encompassed 83 partners with 7,500 employees in more than 165 cities and 60 countries. With combined revenue of more than US\$1.075 billion, PROI ranked 5<sup>th</sup> among consolidated communications groups, and was the only one that is based on a unique partnership of independent business people.