



PUBLIC RELATIONS
ORGANISATION INTERNATIONAL

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PROI IS A MAJOR PLAYER IN SOUTH AMERICAN MARKETS
World's Largest PR Partnership adds Partners in Argentina and Chile

PARIS: For Immediate Release: – Public Relations Organisation International, Inc. (PROI), with global fee income in excess of US\$335 million ranking it among the top ten public relations holding companies in the world, has added Salem Viale Gonzales Villanueva Consultores en Comunicacion in Argentina and Feedback Comunicacion Estrategica Research in Chile as its newest partners, enlarging PROI's presence in rapidly expanding South American markets.

The international public relations partnership already had a foothold in South America through their presence in Brazil where it is represented by Partner Agency Imagem Corporativa, one of Brazil's leading independent agencies.

"Our office in Brazil welcomes the addition of PROI offices in Chile and Argentina," says **Ciro Reis**, CEO of leading Brazil agency Imagem, PROI's first partner in South America. "Our agency has been instrumental in developing the South American market and we welcome the international partnership's commitment to the South American market added **Reis**, who is also a Vice-President of PROI's Americas Region which comprises both North and South America.

Salem Viale Gonzales Villanueva Consultores en Comunicacion has offices in Buenos Aires, Argentina and Feedback Comunicacion Estrategica Research has offices in Santiago and Puerto Montt, Chile. Together with Imagem Corporativa in Brazil they serve more than 100 clients with a combined staff of 110. Internationally PROI's 3,000+ staff work with more than 3,500 clients from its 120+ offices making it the world's largest partnership of independent public relations firms by fee income.

"PROI has now consolidated its position in South America," said **Mr. Philip Roffey**, PROI's Paris based President in announcing the addition of the two South American based Partners to the international partnership. "Through our presence in Argentina, Chile and Brazil, we can serve clients in South America's most dominant economies."

"South America is a major market for domestic and foreign clients. Our partnership with PROI will help our agency continue to expand in Argentina," said **Cecilia Gonzales Villanueva**, Director, Salem Viale Gonzales Villanueva Consultores en Comunicacion. Her comments are echoed by **Martin Rodríguez**, President of Feedback Comunicacion Estrategica Research. "South American companies have become major international players and through our partners in PROI we can assist them abroad."

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PROI Partners are all independents and located in 120 cities, 40 countries and five continents. They offer seamless global access and results by offering clients customized programs which combine geographical and business practice expertise and a broad range of services across borders and continents.

Partners are business leaders and entrepreneurs in their own markets and they have worked together for 40 years, meet at least twice a year and exchange staff, ideas and best practices.

For more information about PROI visit www.proi.com