



PUBLIC RELATIONS
ORGANISATION INTERNATIONAL

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COSMO PR Joins Leading International Communications Partnership

PARIS: COSMO PR has been selected as a partner in Japan for the world's leading group for independent public relations consultancies, Public Relations Organisation International, Inc. (PROI).

COSMO is Japan's leading public affairs and strategic communications firm specializing in healthcare and food and food science.

Public Relations Organisation International, Inc. (PROI), is the world's largest public relations partnership. It is represented in 120 cities in 39 countries, with 54 leading independent PR partner companies and 3,000 experienced practitioners worldwide. Founded forty years ago, PROI's combined fee turnover of its partners is more than US\$360m.

In a statement, COSMO's President and CEO Kumi Sato said, "We are very happy to join the PROI as for more than 50 years, COSMO has used its global experience and domestic expertise to deliver communications solutions for multinational and Japanese companies; this new partnership will allow us to better service our clients and extend our global cooperation and interactions."

"Over the years COSMO has developed an extensive network that includes business leaders, media contacts, key opinion leaders, think tanks and professionals especially focusing on healthcare and food and food science in Japan and all over Asia. The PROI partnership will augment our capabilities and provide our partners with the best support from other like-minded independent firms around the world," she said.

Mr. Philip Roffey, PROI's Paris-based President, welcomed COSMO to PROI saying, "We are very pleased to have COSMO PR join the PROI network".

"Strategically PROI will continue to expand its network of partner companies, to further extend our global reach and service offering to our respective clients. COSMO PR's selection is an important step in strengthening our network with a well-established and long-standing Asian company that is leading the way as a hub in the region," he said.

For five decades, COSMO has used global experience and domestic expertise to deliver communications solutions for multinational and Japanese companies, building successful programs that leverage global best practices and improve corporate visibility and share of voice.

In 2002-2003 COSMO was honored as Consultancy of the Year by PR Week Asia, the only Japanese-based firm ever to receive the award. In 2005 and 2007, COSMO was awarded certificates of excellence for its work for clients in the healthcare and food industries by the same organization. In 2010, COSMO's CEO Kumi Sato was named the "Agency Head of the Year" at the Campaign Asia-Pacific PR Week Awards.

COSMO is PROI's second Partner Agency in Japan, joining Asahi Agency.

About PROI

Public Relations Organisation International, Inc. was founded in Europe in 1970 and is the world's oldest and largest partnership of independently owned PR and marketing agencies by fee income. With more than 120 offices in 39 countries on five continents, PROI agencies are the leading independents in their markets from London, New York, Hong Kong, Frankfurt and Tokyo to Beijing, Brussels, Dubai, Mumbai, Paris and Sao Paolo.

PROI builds reputations and shapes opinions using customized programs which combine geographical and business practice expertise and a broad range of services to support clients whose needs stretch across borders and continents. PROI Partners are business leaders and entrepreneurs who understand the demands facing clients and the importance of return on investment and they combine their local knowledge to deliver global results.

For more information about PROI visit www.proi.com