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**PROI's Rapid Growth in Asia-Pacific adds Vietnamese Partner Agency**

**SEATTLE:** Awareness i.d. has been selected as the Vietnamese partner for the world's leading group for independent public relations consultancies, Public Relations Organisation International, Inc. (PROI).

Established in 2003, Awareness i.d. is a full service Public Relations firm specializing in four core areas: Direct to Consumer, Healthcare Communications, Investor Relations and Monitoring, Tracking and Intelligence.

Public Relations Organisation International, Inc. (PROI), is the world's largest public relations partnership. It is represented in 121 cities in 40 countries, with 55 leading independent PR partner companies and more than 3,200 experienced practitioners servicing 4,100+ clients worldwide. Founded forty years ago, PROI's combined fee turnover of its partners is more than US\$380m.

Awareness i.d. Managing Director Nguyen Quoc Bao said "It is an honor to be part of PROI, the world's largest public relations partnership. For us, becoming part of PROI is not just about gaining, but also about sharing, opportunities for our agency's PR practitioners."

"International clients can now access efficient support and services in the Vietnam market where local understanding paired with international expertise is a requirement. As a PROI partner it also enables us to access and deliver enhanced PR strategy and implementation in cooperation with our international partners."

Mr. Bob Frause, PROI's US-based President, welcomed Awareness i.d. saying, "We are very pleased to add another important market to our rapidly growing Asia-Pacific presence and operations. Our strategy calls for PROI to continue its growth in Asia-Pacific where, over the past five years, PROI's total fee income has grown dramatically."

"We envisage adding a number of additional Asia based Partners in the next 12-24 months in response to the growing importance of the region on the world stage. Strategically PROI will continue to expand selectively, by only adding partner agencies that meet the standards we have set to service our worldwide clients as well as Asia-based clients who are expanding around the globe," he said.

Awareness i.d. joins PROI's Asia-Pacific Region which includes SPRG Communications Group in Hong Kong, China and Taiwan, Asahi Agency and Cosmo Public Relations in Japan, INR in Korea, Foreword Communications in Singapore, Adfactors PR and Integral PR Services in India, Senate SHJ in New Zealand and SHJ, Red Public Relations, and Purple Communications in Australia.

**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 40 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](http://www.proi.com)