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**PROI Worldwide adds Position Comunicaciones in Colombia to its Partnership**  
*Leading PR agency with world-class social media practice in growing economy, selected as newest Partner*

**NEW YORK:** Position Comunicaciones Estrategicas has been selected to become a partner in the world's leading partnership of independent public relations firms, PROI Worldwide, and will represent its interests in Colombia. The company's addition is part of PROI Worldwide's current expansion in a number of markets around the world.

"The addition of Position Comunicaciones to our international partnership reflects the importance we place on the Latin American market," said Bob Frause, President, PROI Worldwide, adding: "Colombia is a strong and growing economy, a leader in the region and it offers many opportunities for foreign investment and other business opportunities".

"Our Agency became part of PROI Worldwide because of its worldwide relevance in a market with multinational clients that demand our strategic advice and presence not only in Colombia or Latin America, but throughout several continents. The size, scope, and thought leadership of PROI made it our best alternative to meet the needs of our clients", said Mauricio Ferro, Managing Director and Senior Partner of Position Comunicaciones Estratégicas.

Position Comunicaciones is a full-service PR agency with 6 business units: Mass Media, Crisis Management, Social & Digital Media, Stakeholders Management, Public Affairs and Legal Battles, to handle marketing, communications and reputation issues for well-known global brands such as AON or Holland & Knight, internationally-funded mining projects and local enterprises.

"We will continue to add a number of Partners in key LATAM markets where we see growth opportunities for our clients", added Frause. Position Comunicaciones joins existing PROI Worldwide Partner Agencies in Brazil and Argentina.

PROI Worldwide is the world's largest public relations partnership of independents founded in Europe in 1970. It is represented in more than 100 cities in 50+ countries, with 57 leading independent PR partner companies and more than 3,200 experienced practitioners servicing 4,400+ clients worldwide. Founded forty-two years ago, PROI Worldwide's combined fee turnover of its partners exceeds US\$420m., positioning PROI Worldwide as one of the world's largest communications companies.

Position Comunicaciones joins PROI Worldwide's Americas Region which includes some of the most prominent market leading and largest agencies in the United States, Canada, Mexico, Brazil and Argentina. For more information about PROI Worldwide visit [www.proi.com](http://www.proi.com).

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