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## **ICF Mostra to remain part of PROI Worldwide Partnership**

*ICF Mostra offers wider range of services and boosts strategic communications capacities*

ICF MOSTRA, one of Europe's leading agencies based in Brussels, will remain a PROI Worldwide Partner Agency after being acquired by GHK Consulting Ltd (UK), a part of ICF International ([www.icfi.com](http://www.icfi.com)).

MOSTRA's recent acquisition brought together two successful organisations providing services to EU institutions and international organisations in a wide range of areas. ICF was established in 1969, and supports government and commercial clients globally in research, advisory, and implementation services. ICF employs 4,500 employees across the world and had gross revenues of \$ 937 million in 2012.

Mostra, with annual revenues of approximately \$40 million, will be rebranded to "ICF Mostra". Joining ICF enables ICF Mostra to offer clients a wider range of services, to boost strategic communications capacities and to expand its client base. ICF Mostra's services will provide value to ICF's European clients and significantly expand ICF's global strategic communications services.

### **About ICF Mostra**

Founded in 1986, ICF Mostra is a fully integrated communications firm with some 140 employees offering end-to-end, multi-channel communications solutions to assist government and commercial clients in reaching out to their stakeholders and customers. The firm is a key provider of strategic communications to European Union institutions, in particular the European Commission, providing communications strategy and creation; content and editorial services; print, audiovisual, and web production; stakeholder management; social media campaigns; media relations; media buying and planning; and event organization.

Mostra's clients include most of the 33 European Commission's Directorate Generals, the European Parliament, the Council of the EU, and private enterprise. In serving its European markets, ICF Mostra has the capability to manage production of multilingual, multi-cultural content in 24 official European Union languages and all 28 European Union countries.

### **About PROI Worldwide**

PROI Worldwide is the world's largest public relations partnership of independents founded in Europe in 1970. It is represented in more than 110 cities in 50+ countries, with 64 leading independent integrated communications partner companies and more than 3,200 experienced practitioners servicing 4,400+ clients worldwide. Founded forty-three years ago, PROI Worldwide's combined fee turnover of its partners exceeds US\$425m., positioning PROI Worldwide as one of the world's largest communications companies.