



For further information:

Oliver Wanyama

Chief Executive Officer
Corporate Talk Group
Telephone: +254 704 320 383
Email: oliver.wanyama@corporatetalk.co.ke

Andreas Fischer Appelt

Global Chairman, PROI Worldwide
afa@fischerappelt.de

Corporate Talk Group adds East African Hub for PROI Worldwide

Agency to serve Clients in Kenya, Uganda, Tanzania, Malawi, Zambia and Madagascar

NAIROBI: Corporate Talk Group, a rapidly growing and dynamic and award winning agency offering integrated marketing communication services in East Africa has been appointed a PROI Worldwide Partner Agency, joining more than 65 leading PROI Partner agencies who serve more than 4,450 clients globally and whose combined 2013 net fee income of US\$ 525 million rated them the 5th largest communications conglomerate of independents in the world.

“East Africa is an important hub for serving our clients and Corporate Talk Group will provide the services we require in these important and developing markets,” said German based Andreas Fischer Appelt, Global Chairman of PROI Worldwide, adding “As the first PROI Worldwide partner in East Africa, CTG and its public relations arm CTPR will play an integral role as PROI Worldwide penetrates new markets offering world class PR standards steeped in local culture, connected with the media and allied with influencers.”

“We are honored to join the ranks of such a prestigious partnership and excited to provide new global resources to our clients. As we continue to grow, we believe that PROI Worldwide will offer the best international reach to support our clients that seek to extend their businesses in new markets across the globe, said Oliver Wanyama, Corporate Talk Group’s Chief Executive Officer.

Corporate Talk PR is part of Corporate Talk Group, an integrated marketing communications company whose offices in Nairobi and Uganda serve East African markets including Tanzania, Malawi, Zambia and Madagascar. The agency offers integrated communications services and is involved in B2B, media relations, corporate and marketing communications and public affairs.

“The partnership will see Corporate Talk PR offer its clients with international ambitions access to these markets across the world. PROI Worldwide Agency Partners will likewise have access to the East African market. PROI Worldwide has more than 60 independent agencies globally, stated Wanyama.

PROI Worldwide Chairman Fischer Appelt added that Corporate Talk PR’s addition will help consolidate PROI Worldwide’s presence in the East African market as the region offers many opportunities not only for foreign investments but for business and growth for its clients. “Combined with our offices in South Africa, North Africa, Dubai and Egypt we continue to show our commitment by building a strong presence in the MEA Region.”

About PROI Worldwide

PROI Worldwide is the world's largest partnership of integrated independent communications agencies founded in Europe in 1970. It is represented in more than 110 cities on all continents by 65+ leading independent integrated communications partner companies. Its more than 4,000 experienced staff serve 4,400+ clients worldwide. Founded forty-four years ago, PROI Worldwide's combined fee turnover exceeds US\$525m., making it the world's 5th largest communications partnership. On twitter and facebook @proiworldwide.

About Corporate Talk Group

CTG was first incorporated as a public relations company, then Corporate Talk Limited, in Kenya in 2005. As their business grew, Corporate Talk Limited later became Corporate Talk Group (CTG) offering integrated marketing communications. Today the company has constituent agencies specializing in advertising, media, public relations, digital and web development. CTG is a fully owned local company.