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Croatia's Communications Office Colic, Laco & Partners adds to PROI Worldwide's Position in Central Europe

New York: Communications Office Colic, Laco & Partners in Croatia has been added to PROI Worldwide's roster of leading communications firms, further expanding its leadership position not only in the EMEA Region but in the important Central European sub-region. The addition builds on PROI's existing CEE offices in Hungary, Poland, the Czech Republic, Romania, the Slovak Republic and its planned expansion into Bulgaria. PROI Worldwide includes more than 65 leading PROI Partner agencies globally whose combined 2013 net fee income of US\$ 525 million rated them the 5th largest communications conglomerate of independents in the world.

"The addition of Croatia to our offering in Central and Southern Europe is important as we continue to represent regional as well as global clients with an interest in this expanding region," said Andreas Fischer Appelt, PROI Worldwide's German based Global Chairman.

Partners and team members of Communications Office Colic, Laco & Partners have led and participated in some of the most complex communications projects in the region over the past twenty years according to Kristina Laco, Managing Partner, adding "We deliver top quality work to our clients and by becoming a part of PROI Worldwide we will be even better equipped to serve them as our clients will benefit from the added experience available through our regional and global connections."

Some of the agency's clients include Allianz, Coca Cola, the Croatian Banking Association, the Croatian Employers Association, the Croatian Red Cross, Vipnet (Member of Telekom Austria Group) and Styria Croatia. "Our work has included IPOs, M&As, privatizations, crisis communication and change management projects, restructurings and re-brandings and we have a track record in communications trainings and coaching for some of the most prominent leaders and organizations from the world of business and politics," added Laco.

About Communications Office Colic, Laco & Partners

Communications Office Colic, Laco & Partners has a strong track record in strategic communications consulting, issues, crisis and reputation management, investor relations, internal communication consulting and public affairs. The agency's partners have worked for a wide range of industries from financial, telecommunications, ICT, food & beverage, pharmaceuticals to the energy, tourism and trade and media industry.

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.