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## **Bulgarian Agency Intelday Solutions adds Strength to PROI Worldwide's Offering in Central Europe and EMEA Region**

**New York:** PROI Worldwide has added Intelday Solutions in Bulgaria to its roster of agencies in the EMEA Region, further strengthening its offering to clients entering the central European market and providing Bulgarian companies and institutions with an even greater reach not only in Europe but around the world through PROI Worldwide's 68 Partner agencies whose combined 2013 net fee income of US\$ 525 million rated them the 5th largest communications conglomerate of independents in the world.

"PROI Worldwide has expanded aggressively in Central and Southern Europe to reflect the quality of agencies in, and the growing importance of, this rapidly growing sub-region," said Andreas Fischer Appelt, German based Global Chairman of PROI Worldwide.

Intelday Solutions is a strategic communications and public affairs consultancy founded in 2001. The company provides a wide range of corporate communications services with a focus on strategic communications, stakeholder relationship management, crisis management, corporate social responsibility, integrated marketing solutions and social PR.

"We have undertaken communications projects for business organizations and international institutions in Bulgaria and Europe and provided the highest level of service while maintaining our personalized approach to working with our clients, said Adriana Popova, CEO of Intelday Solutions. "Becoming part of PROI Worldwide is of strategic importance to us as this will add to our scope and reach for the agency and our clients and it allows us to deliver end-to-end, integrated services across borders."

In addition to being a leader in the Bulgarian market, Intelday Solutions has managed numerous communications projects in Kosovo, Bosnia and Herzegovina as well as Malta, Portugal and Estonia while working with more than 120 clients which included international organizations, state institutions, corporations and NGOs. Intelday Solutions won IPRA Golden Awards in 2012 and 2007 for excellence in public relations in the Public Sector category and the agency was nominated by the United Nations for promoting professional communications to solve issues of public interest.

The addition of Intelday Solutions builds on PROI's existing CEE offices in Austria, Hungary, Poland, the Czech Republic, Croatia, Romania, and the Slovak Republic.

### **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 68 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 5<sup>th</sup> largest communications partnership. On twitter and facebook @proiworldwide.