



LOCAL INTELLIGENCE. GLOBAL IMPACT.

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**PROI WORLDWIDE EXPANDS IN ASIA BY ADDING OFFICES IN BANGLADESH**

*Triune Group broadens offering and further connects Asian markets for clients*

**NEW YORK:** PROI Worldwide has added the Triune Group, a leading full service integrated communications agency in Bangladesh, further boosting its position in the Asia-Pacific Region which represents an increasing share of its global US\$ 615 million fee income reports the world's largest partnership of independent integrated communications companies.

"Bangladesh is a growing market and there are already synergies between our offices in India and Triune's offices in Dhaka," said German based Agency Chief Andreas Fischer Appelt who is PROI Worldwide's Global Chairman and Managing Director of fischer Appelt, a leading German communications group.

"We are honoured to be a PROI Worldwide partner agency, enabling Bangladeshi entrepreneurs to access integrated communications services in more than 110 cities and 50+ countries," said Kazi Wahidul Alam, Chairman and Managing Director of the Triune Group, adding "and PROI Worldwide's global clients can access our 32 years of proven experience providing communications services in Bangladesh".

Alam indicated that Bangladesh is one of the vibrant and emerging markets in South Asia and the Triune Group, founded in 1983, specializes in the fields of Aviation, Tourism, Hospitality, Banking & Finance, Energy, Education and Healthcare. The firm's 50+ staff provides a range of communications services for a broad base of local, regional and international clients. Triune is known to not only understand their clients' business but also to work against measurable objectives.

"Strategic planning and understanding our client's market is a critical component of our success," said Alam, adding that his firm's knowledge of, and contacts in, Bangladesh including a thorough understanding of the country's media has made the firm a leader in the market.

***About PROI Worldwide***

**PROI Worldwide** was founded in Europe in 1970 and is the world's oldest and largest partnership of independently owned PR and marketing agencies by fee income. With more than 110 offices in 50 countries on six continents, PROI agencies are the leading independents in their markets from London, Paris, New York, Hong Kong, Frankfurt and Tokyo to Beijing, Brussels, Mumbai, Los Angeles and Sao Paolo. PROI Worldwide builds reputations and shapes opinions using customized programs which combine geographical and business practice expertise and a broad range of services to support clients whose needs stretch across borders and continents. PROI Worldwide Partners are business leaders and entrepreneurs who understand the demands facing clients and the importance of return on investment and they combine their local knowledge to deliver global results.