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## Cambodian firm ERA Communications joins PROI Worldwide

*Extends Independent Agency Network Reach in Southeast Asia*

**Chicago:** ERA Communications Cambodia, based in Phnom Penh, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with partners in 55 countries.

“The communications scene is quickly developing in Cambodia and we want to offer world-class knowhow to a new generation of communicators in the market,” said Alexander Marc Dance, Managing Director of ERA Cambodia. “We see PROI as a fantastic opportunity to meet with, and contribute to, the world’s best communications professionals, and to share inspiration from our market to the ever-changing industry landscape.”

Ciro Dias Reis, PROI Worldwide Global Chair and CEO of leading Brazilian firm Imagem Corporativa, stated “Through their Myanmar base, ERA Communications has been a valuable part of the PROI community for many years. Adding their Cambodian team to the network further strengthens our reach and ability for our Partners to support client programs in Southeast Asia.”

ERA Communications brings next-generation communications thinking to several Southeast Asian countries. The consultancy explores the intersection of digital transformation and strategic/creative communications and the impact on reputation, experiences and brand, with impactful and award-winning results.

PROI Worldwide encompasses more than 80 PR and communications businesses in 165 cities and 55 countries. Reis says, individually, they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$913 million in revenue and 6,900 employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.

## About ERA Communications

[ERA](#) is an award-winning, next-generation agency that blends creative, strategic and technological expertise in communications campaigns that win the hearts and minds of ASEAN.

## About PROI Worldwide

[PROI Worldwide](#) harnesses the collective power of the world's most ambitious entrepreneurial communications firms. By sharing global insights and best practices, PROI agencies remain best in market trendsetters, supporting the drive to deliver the most impactful communications campaigns for their clients. In 2020, PROI encompassed 80 partners with 6,900 employees in more than 165 cities and 55 countries. With combined revenue of more than US\$913 million, PROI ranked 5<sup>th</sup> among consolidated communications groups, and was the only one that is based on a unique partnership of independent business people.