



FOR IMMEDIATE RELEASE

## **Public Relations Global Network (PRGN) Marks 25 Years as the World's Local Agency**

*Network complements five years of 20 percent growth by welcoming three new member firms from Brazil, Malaysia and Mexico*

**KYOTO, JAPAN – 27 October 2017** – [Public Relations Global Network \(PRGN\)](#), one of the largest international networks of independent public relations agencies, marked its 25<sup>th</sup> anniversary during its fall meeting in Kyoto, Japan, by welcoming three new member firms hailing from Asia, Central America and South America.

These additions build on a five-year period of 20 percent growth in membership. PRGN celebrates this 25<sup>th</sup> anniversary milestone with 51 agency partners spread across six continents and more than 40 countries.

“We see real enthusiasm from PR firms around the world in joining the community of agencies that comprise PRGN,” said Christina Rytter, current president of PRGN and managing director / founder of Copenhagen, Denmark-based [Scandinavian Communications](#). “These individuals and their teams are true leaders in their respective markets and countries – smart, forward-looking and highly-integrated in how they approach our field today. Their interest, and the continued growth of our network, demonstrates the health and vitality not just of PRGN, but also the independent PR agency market worldwide.”

Rytter added that the growth of PRGN also “is a testament to the depth of knowledge sharing, business opportunity and personal relationships cultivated across our network.”

### **Three New Members for a Growing Roster**

The three agencies welcomed to PRGN during the Kyoto, Japan network meeting are:

- [Another Company](#) (Mexico, Columbia, Panama) –Another Company is the top independent PR and communications agency in Mexico with offices in Columbia and Panama. The company and its people are always evolving and looking to create cutting-edge content strategies that break paradigms and truly connect brands, media and customers. Another Company is a team of passionate professionals specialized in different business units and services with strong expertise in the Latin American market. Clients include some of the world's top Fortune 500 companies looking to do business in Mexico and beyond. Examples are Waze, Hubspot, Calvin Klein, SAP, Tim Hortons, Adidas Group, Prada, Peninsula Hotels and others.
- [Perspective Strategies](#) (Kuala Lumpur, Malaysia) – Perspective Strategies is a full-fledged strategic communications and issue management firm with services in public affairs, brand communications and stakeholder engagement. The firm's expertise is built on years of

experience of working in a comprehensive range of industries and businesses. Perspective's team has strong credentials in corporate reputation, investor relations, brand and marketing communications as well as communications capabilities building for clients. Clients include key government agencies, public listed companies and multinational brands such as the East Coast Economic Region Development Council, the Malaysia Digital Economy Corporation, PETRONAS, Durex, among others.

- [SMARTPR](#) (São Paulo, Brazil) – Established in 2002, with backgrounds in communications, advertising, public relations, journalism and design, SMARTPR is an independent PR firm in Brazil with a proven track record of assisting clients by developing long-term relationships with stakeholders such as journalists, influencers, business to business communities, employees and consumers. Above all, the people within the firm are business consultants with a special ability to drive results through content and relationships. Clients include Expedia, BuzzFeed, Waze, AWS – Amazon Web Services, Logitech, Pinterest, Level 3, among others.

### **A Deeply Connected Network**

PRGN partners meet twice a year in cities around the world to discuss best practices, find new ways to collaborate and develop global business partnerships – as well as forge meaningful personal relationships.

Each member agency is an independent, owner-operated public relations and marketing communications firm that shares expertise and resources, while providing broad-based comprehensive communications strategies to a diverse array of clients. PRGN agencies provide worldwide coverage for businesses looking for either in-market / on the ground expertise or a more cohesive and accountable multi-market / multi-country solution. PRGN agencies also offer decades of industry expertise across nearly all major business and sector verticals.

Companies or organizations interested in the services of the PRGN agency network can visit [www.prgn.com](http://www.prgn.com) for more information.

PRGN was founded in 1992 by a small group of independent public relations agency owners looking to network and partner with other independent firms. The Phoenix Network (PRGN's original name) quickly expanded into new markets throughout the 1990s. As the network celebrated 10 years, the group elected to expand into international markets and updated its name in 2002 to the Public Relations Global Network. PRGN has steadily grown both globally and in the scope of capabilities offered since that time.

Independent agencies interested in joining the network can visit the member recruitment section of the PRGN website for more information or email its membership chair, Layth Dajani, founder of [The Content Factory](#) at [layth@tcf-me.com](mailto:layth@tcf-me.com).

###

### **[About Public Relations Global Network \(PRGN\)](#)**

Clients across six continents depend on the combined resources of the Public Relations Global Network (PRGN) to deliver targeted public relations campaigns in markets around the world. With revenues of more than \$101 million (US), PRGN is one of the world's largest international public relations networks.

PRGN harnesses the resources of more than 50 independent public relations firms and 900-plus communications professionals to connect international companies and organizations with individual and culturally diverse markets globally. Visit PRGN online at [www.prgn.com](http://www.prgn.com), on twitter at [@PRGN](https://twitter.com/PRGN) and on Instagram at [@PublicRelationsGlobalNetwork](https://www.instagram.com/PublicRelationsGlobalNetwork).

**Press Contact:**

Laura Vinci  
CooperKatz & Company for PRGN  
+1-917-595-3095 (New York, USA)  
[lvinci@cooperkatz.com](mailto:lvinci@cooperkatz.com)