

Levanter Africa joins PROI Worldwide

Levanter Africa in Kenya has been added to the PROI Worldwide partnership. This augments the group's existing operations in South Africa, Morocco and Egypt...



PROI-Levanter Africa, which serves the East Africa market, advises clients on strategic communications and business development to help them grow their revenue and build their reputation. Its client sectors include financial services, ICT, energy, health, development and government. The company won the PRSK media campaign of the year for 2014.

"There is sustained interest in Africa by the group's international clients and several of our regional clients are building global distribution and supply chains," stated Janet Kimani, MD, PROI-Levanter Africa. "We are delighted to be in partnership with 75 like-minded entrepreneurial integrated communications companies to deliver global impact."

According to PROI Worldwide's Global MD and a founding partner, Allard W. van Veen, "It's critical that, as we expand, we continue the culture of excellence based on a strong understanding of local cultures and PROI-Levanter Africa meets that criterion."

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