

Engage Burson-Marsteller launches in Kenya

Burson-Marsteller, a global public relations and communications firm, has announced a new exclusive partnership in Kenya with the creation of Engage Burson-Marsteller.

"Launching Engage Burson-Marsteller is an important part of our African growth strategy and augments our 2011 acquisition of a majority stake in Arcay Communications in South Africa following a successful five year affiliate relationship. Arcay Burson-Marsteller Africa is the leading network across the African continent and we will continue to develop similar partnerships in key African markets over the coming years," said Don Baer, worldwide chairman and CEO of Burson-Marsteller.

"The Kenyan economy is vibrant and dynamic and following the peaceful elections earlier this year, the economic outlook is very positive. The agriculture, manufacturing, tourism, construction, energy and communication sectors are all growing strongly and Engage Burson-Marsteller is uniquely positioned to service the communication needs of businesses operating in these areas in Kenya," commented Jeremy Galbraith, CEO Burson-Marsteller Europe, Middle East & Africa (EMEA) and worldwide vice chairman of strategy.

"I am delighted to be in Nairobi today with Robyn de Villiers, chairman and CEO of Arcay Burson-Marsteller Africa to launch this new partnership. In the agreement with Engage Burson-Marsteller we have an option to take a substantial minority equity stake in the business, which shows our commitment to this key strategic market and region. This will be the second of many key strategic investments that we expect to make over the next five years in Africa," he continued.

"I have worked with Desiree Gomes, managing partner of Engage Burson-Marsteller, for many years and I am confident that the professionalism and quality of work that she and her team will deliver will truly benefit clients in Kenya and the region. Engage Burson-Marsteller further strengthens our network of 38 affiliates that reach into 52 African countries," said de Villiers.

"I am honoured and delighted that I will be responsible for the Burson-Marsteller brand in the Kenyan market. We will be able to offer our clients the best strategic, integrated communications and implementation, drawing on Burson-Marsteller's global insights and knowledge, and coupling it with my teams' communications experience in East Africa," said Desiree Gomes, managing partner of Engage Burson-Marsteller.