



Press Release

MEDIA CONSULTA boosts its presence in Latin America

In addition to client meetings and visits to the MC network agencies, MC will attend the 19th IPRA Public Relations World Congress in Peru

Berlin, May 27th, 2010. MEDIA CONSULTA (MC) enlarges its global agency network and invests in Latin America. In addition to already existing MC offices in Argentina, Brazil and Mexico, branches in Chile and Peru have been established a few months ago. In early June, MC CEO Harald Zulauf will travel to Latin America and hold talks with the MC colleagues on site in order to discuss the strategy of the MC network.

“Mercosur, the Southern Common Market, has emerged as an important economic region of worldwide significance”, explains Harald Zulauf. “As an internationally operating agency network, it is most important for MEDIA CONSULTA to strengthen its presence in Latin America by building up additional branches and to expand its client base in this market.”

The aim of these agency visits is to develop further approaches to encourage the relationship between Germany and Latin America. With already existing clients such as the Brazilian Trade and Investment Promotion Agency (APEX-Brasil), MC will discuss new projects for their future collaboration. The business trip also focuses on winning new clients. Among others, MC will present its portfolio to tourism boards, banks and oil companies in order to discuss opportunities with them.

As an official member of the International Public Relations Association (IPRA), MEDIA CONSULTA will attend the 19th IPRA Public Relations World Congress in Lima/Peru. Industry experts will present the latest PR trends and developments during the conference. Harald Zulauf will give a lecture on the possibilities of integrated political communications. He will also participate in a panel discussion regarding the topic political communications. More than 100 international PR and communications specialists are expected to attend the conference.



For further information regarding the IPRA World Congress, please visit www.ipracongressperu.com. You will find details about the MC global network on our website www.media-consulta.com/global-network.html.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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