



# Press Release

## **MEDIA CONSULTA (MC) expands in Latin-America**

### **Establishment of network agencies in each Latin-American country and MC advises business university Fundação Dom Cabral**

*Berlin, August 16th, 2010.* MEDIA CONSULTA (MC) expands its global network with investments in Latin-America. By the end of the year, MC intends to be the first agency network with locations in each Latin-American country. For this reason, MC continues its globalisation strategy. Until now, the agency has been present in Argentina, Brazil, Chile, Mexico and Peru.

MC plans to continue its European success story in Latin-America. CEO Harald Zulauf explains the pursued strategy: “As the only agency network worldwide, MEDIA CONSULTA is presently in all EU member states and in most Eastern European countries belonging to the Commonwealth of Independent States (CIS). By founding a network across Latin-America, we are responsive to the ongoing growth in this economic region.”

In the middle of August, Zulauf will hold talks with existing and potential clients in Brazil. Special emphasis is on the topics of tourism and sports marketing. In 2014, Brazil will host the FIFA World Cup; in 2016, the Summer Olympics will take place in Rio de Janeiro. MEDIA CONSULTA will present its work to the organisation committees of both events. Moreover, meetings with Brazil’s foreign minister Celso Amorim and representatives of the Brazilian presidential chair are on the agenda. During these meetings, ideas for image campaigns will be discussed.

In talks with the Brazilian Ministry of Agriculture, a worldwide campaign to promote Brazilian coffee and the fruits of the region will be drafted. During a meeting with the governor of Rio de Janeiro, investment assistance measures will be developed in order to position the city as an innovation and science hub.



From August 15th to 17th, 2010, Zulauf will attend the International Advisory Council of the prestigious business university Fundação Dom Cabral (FDC) in Nova Lima. Last year, the council was founded with the aim to develop the FDC as a leading educational institution for global networking and corporate social responsibility (CSR). The board consists of CEOs of global companies; among them are representatives from Danone, Fiat, Siemens and the New York Stock Exchange. Harald Zulauf was appointed to represent the communications industry.

For further information about the Fundação Dom Cabral International Advisory Council, please visit [www.fdc.org.br/en/council/](http://www.fdc.org.br/en/council/). You will find details about the MC global network on our website [www.media-consulta.com/global-network.html](http://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.

For further information  
please contact:

MEDIA CONSULTA  
Julika Witte  
Wassergasse 3  
10179 Berlin  
Tel: +49(0)30/65 000-255  
Fax: +49(0)30/65 000-192  
[j.witte@media-consulta.com](mailto:j.witte@media-consulta.com)  
[www.media-consulta.com](http://www.media-consulta.com)