

Introducing APCO

APCO
worldwide®



A GLOBAL ADVISORY AND ADVOCACY COMMUNICATIONS FIRM



“

Early on, we saw an opportunity to help clients solve business problems by anticipating the trends, issues and events that affect performance and using sophisticated communication strategies to support our clients' business initiatives.

”

Margery Kraus

Margery Kraus
Founder and Executive Chairperson
APCO Worldwide



founded in
1984



35
Locations
worldwide



More than
800
people



majority
employee- and
**Women-
owned**



\$130
million
In revenue



The Holmes Report
Global & EMEA
Public Affairs
Agency of the
Year, 2018

OUR VALUES



BOLDNESS

We push boundaries and produce better ideas to solve the really challenging problems of our time.



EMPATHY

We seek to embrace different customs and approaches, and to understand the perspective of others.



CURIOSITY

We hunger for learning and improvement in all we do, keeping us at the cutting edge.



INCLUSIVITY

Our culture embraces diversity of people, thoughts and experiences.

OUR SERVICES

Build, Operate,
Transfer model

Advocacy
communications

Corporate
communications

Advisory services

Building advisory
boards

Media relations

Creative services

Marketing
Communications

Training and
workshops

Digital
and social media

Crisis, issues, and
litigation management

Research
& analytics

OUR DISTINCTION

WE ARE INDEPENDENT

and have the freedom to invest and evolve our business flexibly, according to market requirements.

OUR APPROACH IS ISSUE AND RESEARCH-DRIVEN

and we start our work by understanding our clients' context and the issues and challenges they face.

WE BELIEVE IN

combining international best practice in communications and engagement, with deep local expertise to give clients the greatest results.

OUR TALENT IS MULTI-DISCIPLINARY

and we bring a wide-ranging set of skills and expertise across communications, management consulting, government, NGOs, academia, business and media sectors.

WE ARE INTEGRATED

and we do not operationalize our business by P&Ls or practice silos, so our people naturally collaborate across disciplines and across offices.

WE CREATED THE BUILD, OPERATE TRANSFER MODEL

to help our clients create and operate best practice communications functions in this region.

OUR HISTORY

1984

APCO Worldwide founded by Margery Kraus



1989

First international office established in Moscow



1995

APCO opens in Europe with Brussels and London



1996

APCO's online practice launches

1997

First Asian offices located in Hong Kong and Beijing



1998

Dedicated research team, APCO INSIGHT, launches

2005

Growth continues with 20th office established

2008

Responsible Business Committee established

2015

Brad Staples named as new CEO



2019

APCO Celebrates its 35th Anniversary

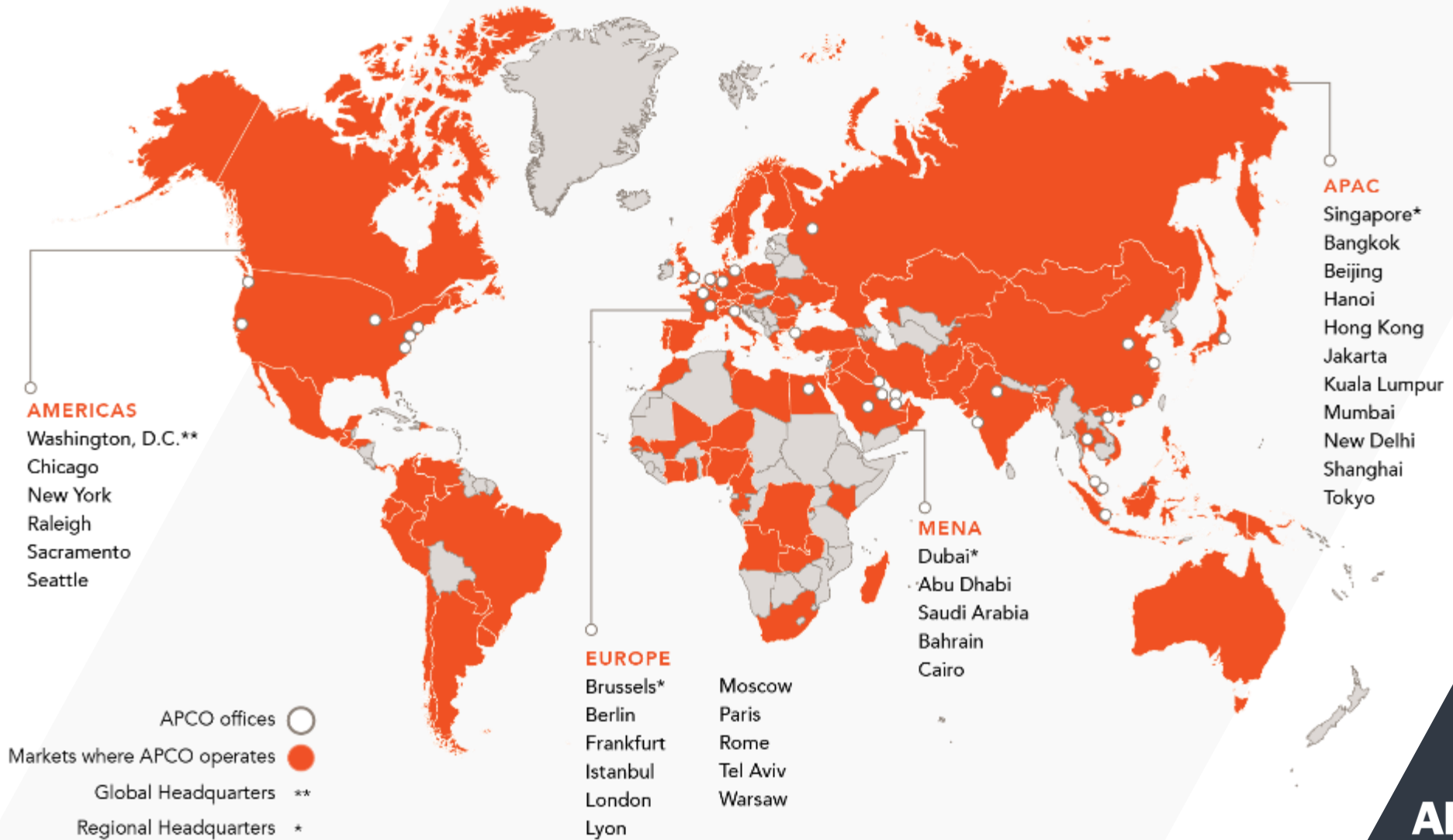


2018

MENA expansion continues with four offices in region



A GLOBAL NETWORK WITH PRESENCE IN MAJOR HUBS



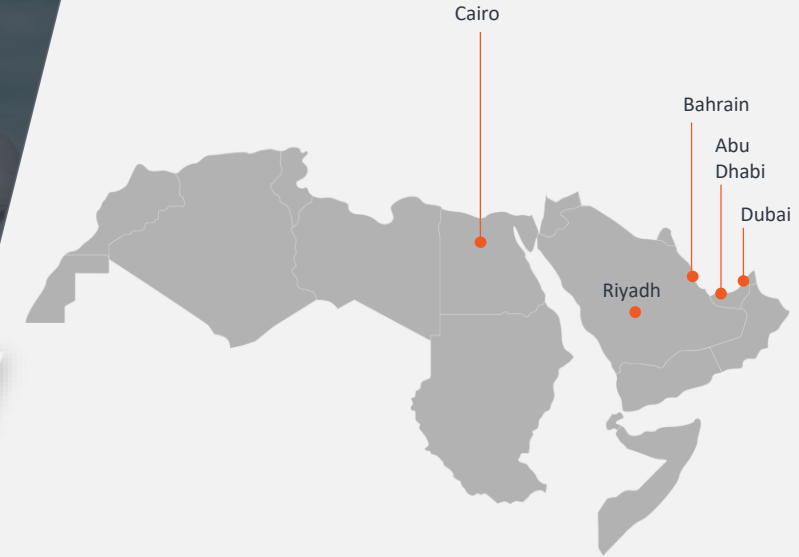
APCO IN THE MENA REGION

Our presence in the MENA region has grown significantly over the past 10 years. Our regional operation is one of the largest and most successful in our global network. In the MENA region, we offer a full suite of services – from advisory and advocacy communications consulting, to creative content production, issue management, and business analysis.



OUR PRESENCE IN THE MENA REGION

APCO Worldwide's diverse and talented team is experienced in successfully engaging with a wide range of journalists, business executives; government officials; and stakeholders in a variety of sectors.



10+
Years of
Experience in
The MENA region

4
Regional
Offices

200+
Diverse team
members

50+
Active
Clients

FIELDS OF EXPERTISE

In the Arab Region, APCO works for clients spanning a wide range of industries, including:



Government



Real estate



Financial
services



Group health and
education



Arts, culture and
heritage



Energy and clean tech



IT and new technologies



Retail and consumer products



Manufacturing and industry



Tourism and destination
development



Strong government partnerships
to champion new initiatives



Build, Operate, Transfer model
to build strong communications functions



Digital & social media practice
to build and manage our clients' online reputation



Certified training organization
to help our clients communicate effectively



Outstanding media relations experience
to effectively tell our clients' stories

THE MENA REGION'S COMMUNICATIONS LANDSCAPE

The MENA region is unique in its focus on digitally-centric media communications, with some of the highest rates of mobile and social media usage globally. For this reason, digital and social media are at the heart of our approach to client communications, with one of the largest digital teams in the region.

Our nuanced understanding of connectivity and communications in the MENA region along with our ability to leverage local stories on a global scale makes us a unique player in the market.



APCO'S REGIONAL CLIENTS



برنامج تطوير الصناعة
الوطنية والخدمات
اللوجستية



وزارة الإعلام
Ministry of Media



وزارة الاقتصاد والتخطيط
Ministry of Economy and Planning



الهيئة الملكية لمحافظة العلا
Royal Commission for Al-Ula



Qiddiya



مركز التواصل الدولي
CENTER FOR INTERNATIONAL
COMMUNICATION

أداء
Aadaa

LOCKHEED MARTIN



شركة المياه الوطنية
National Water Company

EEDB
EXTENDED DEVELOPMENT BOARD
BAHRAIN

NATIONAL
COMMUNICATION
CENTRE
BAHRAIN

The Red Sea
Development Company



MUBADALA

أدنوك
ADNOC



مكتب أبوظبي للاستثمار
ABU DHABI INVESTMENT OFFICE

Reckitt
Benckiser

المكتب التنفيذي
THE EXECUTIVE OFFICE



UNITED ARAB EMIRATES
MINISTRY OF CLIMATE CHANGE
& ENVIRONMENT

ديوان ولي العهد
CROWN PRINCE COURT



مصرف الإمارات العربية المتحدة المركزي
CENTRAL BANK OF THE U.A.E.



التجمعات الصناعية
Industrial Clusters



UNITED ARAB EMIRATES
MINISTRY OF COMMUNITY DEVELOPMENT

TECOM GROUP

AXS

مدينة دبي للإعلام
DUBAI MEDIA CITY

DUBAI
INTERNATIONAL
ACADEMIC
CITY

DUBAI
SCIENCE
PARK

DUBAI
KNOWLEDGE
PARK

DUBAI
PRODUCTION
CITY

DUBAI
OUTSOURCE
CITY

DUBAI
INTERNET
CITY

دبي

مجلس دبي
Dubai Council

المسرعات الحكومية
GOVERNMENT ACCELERATORS
UAE Government Initiative



مركز محمد بن راشد
للابتكار الحكومي
MOHAMMED BIN RASHID CENTRE
FOR GOVERNMENT INNOVATION



تدوير
Tadweer
مركز دبي لإدارة النفايات
The Center of Waste Management - Abu Dhabi



UNITED ARAB EMIRATES
PRIME MINISTER OFFICE

سلطة واجهة دبي للسيليكون
Dubai Silicon Oasis Authority

المراكز العربية
Arabian Centres



دبي
Dubai

FOUNDATION
HOLDINGS

MERAAS

DUBAI
PROPERTIES

جامعة خليفة
KHALIFA UNIVERSITY

LinkedIn

غرفة أبوظبي
ABU DHABI CHAMBER

أكاديمية
الإمارات
الدبلوماسية
EMIRATES
DIPLOMATIC
ACADEMY

SOME OF OUR AWARDS



Best EMEA Network
to Work for, 2017,
2019
The Holmes Report

The logo for PRWeek, featuring the text "PRWeek" in a stylized font with "PR" in red and "Week" in black.

Best Agency in the
Middle East, 2019
PR Moment Awards



Global and EMEA
Public Affairs
Agency of the
Year, 2018
The Holmes Report



International
Consultancy of the
Year Award, 2018
PRCA



Silver Award:
Government
Communications &
Public Affairs, 2016
MEPRA



Financial Agency of
the Year, 2015
Middle East Public
Relations Association

The logo for PRNews, featuring the text "PRNews" in green and black.

CSR Awards: A-List,
2014
PR News



Best Large Agency
to Work For, 2014
Sabre Awards



Best Agency to
Work For, 2013
Public Affairs News
Awards



5,000 Fastest -
growing Private
Companies in
America, 2012
Inc.



Public Affairs
Agency of the
Year, 2011
The Holmes Report



Southeast Asia
Consultancy of
the Year, 2011
The Holmes Report



Public Affairs
Agency of the,
2010
The Holmes Report

A nighttime photograph of a cityscape, likely Dubai, featuring the Burj Khalifa in the background. The foreground shows a multi-lane highway with light trails from moving vehicles. The scene is illuminated by city lights and the moon. A large, stylized orange and blue graphic element, resembling a diagonal slash or a stylized 'Z', is overlaid on the right side of the image.

Thank You