

# 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 20<sup>th</sup> office established



**2006**  
APCO opens in India with New Delhi office

**2008**  
Responsible Business Committee established



**2015**  
Brad Staples named as new CEO



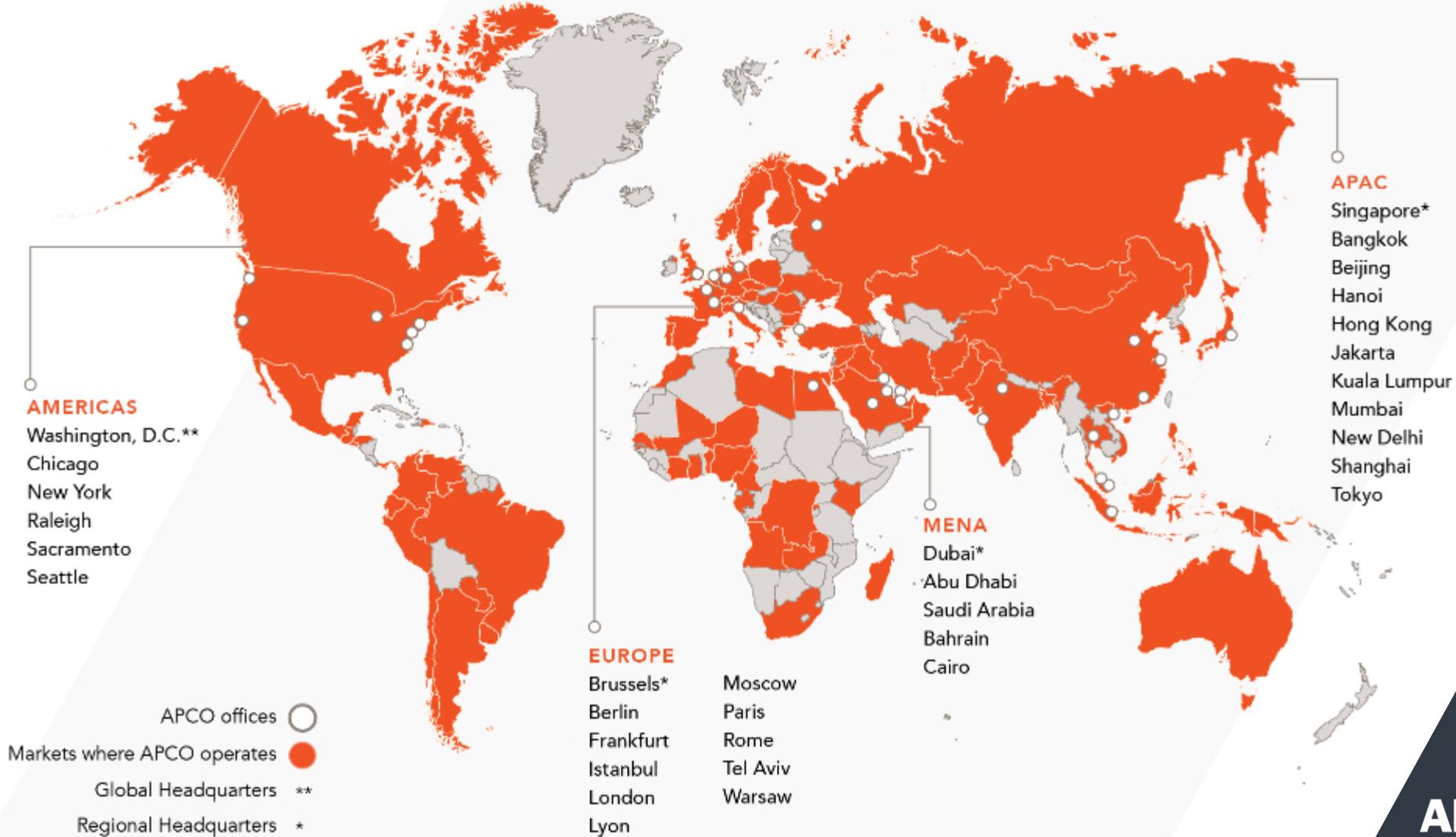
**2019**  
APCO Celebrates its 35<sup>th</sup> Anniversary



**2018**  
MENA expansion continues with four offices in region



# A GLOBAL NETWORK WITH PRESENCE IN MAJOR HUBS



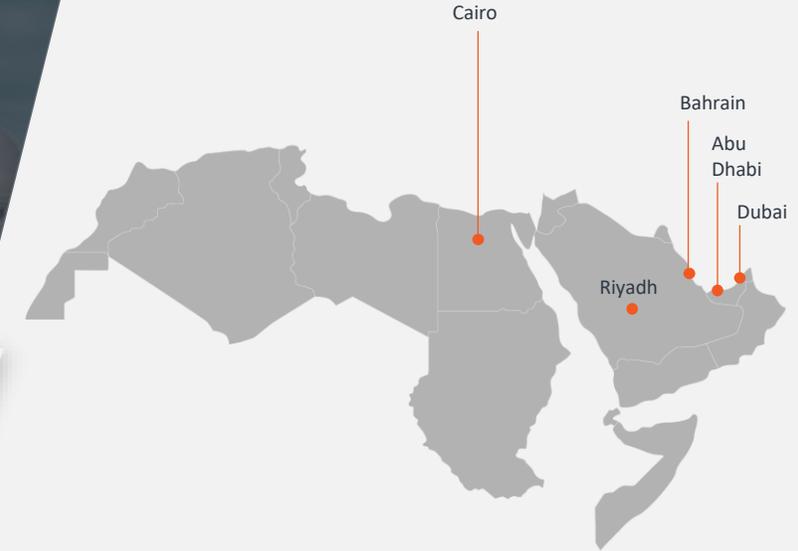
# APCO IN THE MENA REGION

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



Energy and clean tech



Real estate



IT and new technologies



Financial services



Retail and consumer products



Group health and education



Manufacturing and industry



Arts, culture and heritage



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

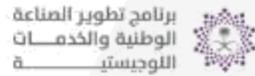
# THE MENA REGION'S COMMUNICATIONS LANDSCAPE

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



# SOME OF OUR AWARDS



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



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



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 cityscape featuring a multi-lane highway with light trails from vehicles. In the background, there are modern buildings, including a prominent skyscraper with a shield-shaped logo (Hariri Tower). The scene is illuminated by city lights and streetlights. A large, stylized orange and blue graphic element is overlaid on the right side of the image.

**Thank You**