Apex Communications Ltd becomes Apex Porter Novelli

Apex Communications Limited, a communications consultancy firm based in Kenya, has become a network partner of public relations firm Porter Novelli and will from now on be known as Apex Porter Novelli.

Porter Novell is a global public relations and communication consulting firm with headquarters in New York and a worldwide reach of 90 offices. The firm provides marketing, public relations and communications services to clients. Porter Novelli is part of the Ominicom Group which is traded on the New York Stock Exchange.



Lawrence Gikaru, MD of Apex Porter Novelli

"The exclusive agreement we have entered into with Porter Novelli gives us access to a host of world-class, market tested industry-leading tools and resources," notes managing director of Apex Porter Novelli, Lawrence Gikaru. "It is a significant step as proper application of these tools and resources change the game in the competitive landscape of marketing communications and make real difference in the work of clients. They are in the areas of insight generation, strategic communication planning, metrics and in the now critical area of digital and social media, an area Porter Novelli is at the cutting edge in the world."

Following the partnership, Apex Porter Novelli staff will benefit from the numerous training programmes available through the Porter Novelli Network.

Through the partnership, Porter Novelli is able to build on its growing representation in Africa and extend the agency's ability to serve its expanding client interests in Africa as the next growth frontier. With its expansion in Africa, Porter Novelli is now able to offer the same level of resources, insight and expertise to its global clients in Africa, and in Kenya in particular.

"We are very pleased to welcome Apex Porter Novelli into our agency network," said Gary Stockman, global CEO, Porter Novelli. "Having a strategic presence in East Africa is business critical, especially in Kenya, which is the regional economic powerhouse in East Africa...A strong presence in that market is a must-have for many of our clients. Apex Porter Novelli is the perfect partner for us in this region. They are doing exceptional and transformational work that is truly making an impact for their clients."

Stockman added, "The addition of Apex Porter Novelli to our network marks Porter's Novelli latest strategic expansion into Africa. The company added Frontline Porter Novelli in Dar es Salaam, Tanzania, to its network in 2010. These two recent partnerships - along with the agency's longstanding relationship with C&F Porter Novelli, Nigeria - underscore Porter Novelli's commitment to the continent as a critical region for client growth and to aligning with the top local firms worldwide."

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