

APCO WORLDWIDE PRESS RELEASE**APCO WORLDWIDE LAUNCHES STRATEGIC PARTNERSHIP WITH VEKOMMUNICATE IN INDIA**

New Delhi – 13 June 2022: APCO Worldwide has initiated a strategic partnership with Gurugram-based VeKommunicate, which provides advocacy and communications support to organisations and associations, Rahul Sharma, managing director of APCO in India, announced today.

“We are very excited about this partnership and see it as providing value to our business given the advocacy expertise that rests in VeKommunicate,” Sharma said, adding that partnerships were critical in complex markets. “We believe this association will help us achieve some of our key objectives in the India market.”

The partnership is designed to provide clients with advocacy and communications services in several areas, including trade and multilateral issues.

“We believe both APCO Worldwide and VeKommunicate have complementary advantages that we will build on to create a solid and lasting partnership. We are very excited to work with APCO—a strong global brand,” said T.S. Vishwanath, co-founder and partner of VeKommunicate.

VeKommunicate is a public policy and communications organization that specializes in the areas of research, policy advocacy and strategic advisory counsel. Its clients are from FMCG, minerals and cement, health care and alco-beverage sectors, among others.

Since launching in 2007, APCO’s regional operations in India have grown to become one of the largest and most successful in its global network. Taking an integrated approach to consulting—based on strong public affairs heritage, nuanced understanding of strategic communications, and creative and digital capabilities—APCO has helped clients navigate challenges and delivered path-breaking solutions through global perspective and local knowledge.

For more than 38 years, APCO has been a trusted advisor and partner to private, public and non-profit clients as they try to identify and manage new and emerging issues, challenges and opportunities around the world. Established by Margery Kraus as a single-person operation in 1984, APCO has grown to a global advisory and advocacy communications consultancy helping clients be catalysts for progress through its 950+ staff and International Advisory Council members in more than 30 markets, and having experience working in more than 80 markets globally, providing in-depth advice, perceptive guidance and creative approaches for its clients.

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About APCO Worldwide

APCO Worldwide is an advisory and advocacy communications consultancy helping leading public and private sector organizations be catalysts for progress by navigating the challenges of today, acting with agility, anticipating social risk and building organizational reputations, relationships and solutions to succeed. APCO is an independent and majority women-owned business. For more information, please visit www.apcoworldwide.com.

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