



## **FIRST ANNIVERSARY**

PRJS Directors & PRJS are celebrating their first birthday in the Middle East this August. Working throughout the region during the last twelve months has proved to be a highly successful venture, placing senior talent throughout the Emirates and in Bahrain, Qatar and Saudi Arabia. Our success mirrors the incredible period of economic investment and growth that the Middle East is experiencing. Many international companies are installing their global HQs in the region and the establishment of the Dubai International Stock Exchange and the Qatar Financial Centre adds weight to the region's status as a serious player in the financial markets.

This is superb news for the PR industry with several well-known UK and international consultancies setting up offices in Dubai during the last twelve months. The growth in competition is also good news for the standard of PR across the regions consultancy sector, driving a demand for more sophisticated corporate communications. The rapidity of these developments mean that many agencies are increasingly turning to the UK as a source of high-calibre PR talent. PRJS Directors and PRJS are proud to have played a part in enabling this growth during the last year by relocating some of the UK's brightest talent to the area.