

## **Peru will become the Public Relations capital of the world**

### **Off-screen voice**

The International Public Relations Association, IPRA, the world's foremost organization in the field of Public Relations, with top level members in over 100 countries, has trusted our country the organization of its most expected event, the IPRA 2010, XIX Public Relations World Congress.

((Statements by Patricia Teullet – COMEXPERU))  
((Alfredo Torres – Ipsos Apoyo))

The Professional School of Communication Sciences of the Universidad de San Martín de Porres (USMP), through its Direction of Extension and Community Relations (EPU), is organizing this event that will turn Peru into the public relations capital of the world.

((Statements by Robinsón Vélez – BursonMasteller))  
((Carlos Arnillas – Public Relations Manager of Backus))

In its 50 years of history, IPRA has only carried out its Public Relations World Congress twice in Latin America: in 1967, in Rio de Janeiro, Brazil; and in 1994, in Punta del Este, Uruguay, 14 years ago. Lima receives the baton from Beijing – China, where the last Congress was held in 2008, and begins to prepare for the event that will gather the top Public Relations professionals in the world.

((Statements by Raúl Vargas – RPP's host))

Scholars from the five continents will deepen the knowledge of new trends, cultures and realities. Several Public Relations and Communication consulting and advisory firms will have the opportunity of exploring new businesses and finding developing markets, in an encounter that will gather over 800 professionals of the specialty and opinion leaders from 100 countries.

((Gabriel Ortiz De Zevallos - Apoyo Comunicación Corporativa))

The IPRA 2010 XIX Public Relations World Congress intends to create a space for reflection on the value of public relations and their clear influence on decision-making for the success of businesses in an interconnected society, by emphasizing the emergent markets, such as Latin America, in contrast with other regions of the world.

((Statements by Dr. Johan Leuridan Huys))