

PRWeek

Who to watch

► *PRWeek's* staff looks to the future to pick the agencies, individuals, and companies that will be making news in the upcoming year

Agencies

PBN

In the politically chaotic, but economically dynamic, environment of today's Russia, Moscow-based PBN holds an edge over public-affairs-agency rivals thanks to its relative longevity, having been in business there since 1990, just when the former Soviet Union was opening up to Western capitalism. With offices in DC, London, and Kiev, among other places, PBN represents clients in a number of sectors, including energy, financial services, healthcare, and IT. Now, with a recent investment from WPP Group, PBN looks well-positioned to continue its expansion in Eastern Europe, most recently opening an office in Sochi, Russia, home to the 2014 Winter Olympics.

REGIONAL INSIGHT. GLOBAL IMPACT.



THE PBN COMPANY

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