



中国国际公共关系协会
China International Public Relations Association

Let the world know about China
Let China orient itself to the world
让世界了解中国，让中国走向世界

CIPRA





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History of PR industry in China: A story for 30 years

1984:Hill+Knowlton, the first PR agency in China

1985:Zhongshan University ,the first professional PR education

1986:Shanghai PR Association,the first professional PR organization



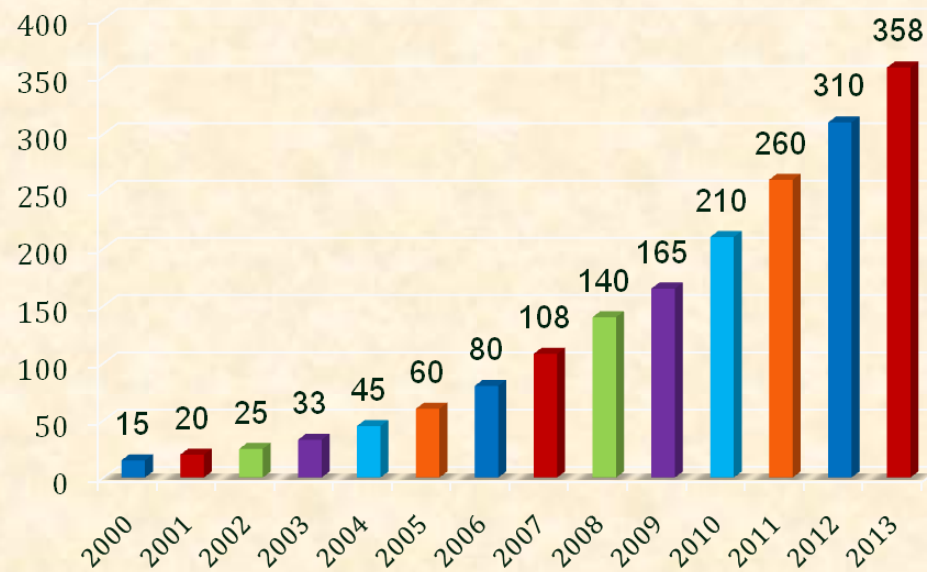
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2014: PR market in China



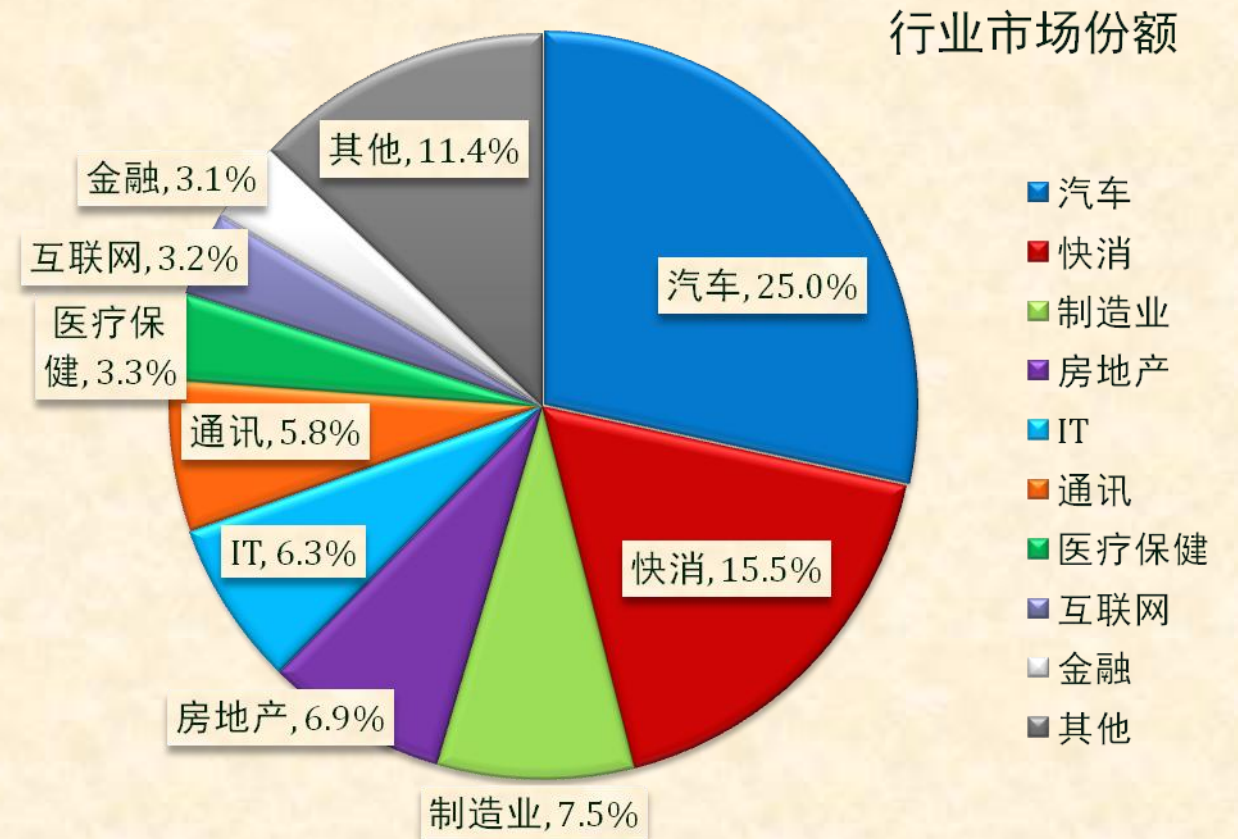
Annual Growth in 2014



Annual Turnover(hundred Million RMB)

Business size in in 2014: 38 billion RMB
(6.5 billion U.S. dollars)

Top 4 PR buyers in 2014: Automobile、FMCG、Manufacturing、 Real Estate





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2015: What will happen in
PR in China?



(1) Growth rate will slow down

(2) Structure modernization in PR

(3) More professional global service

(4) More active global competition

(5) More integrated in other industries

(6) More attention from capital markets

(7) More influence from new media



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Famous transnational PR agencies in China



HILL+KNOWLTON
STRATEGIES



FLEISHMAN
INTERNATIONAL COMMUNICATIONS
HILLARD





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What is CIPRA?



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Set up in 1991 and headquartered in Beijing,
CIPRA
Is an
Association:

National organization in the field of PR

Special Consultative Status in ECOSOC

With industry management qualification



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Our
mission:

Professionalization, Standardization and
Internationalization of PR industry in China

Promote public diplomacy and international
exchange

Training program and services for members

Promote development of PR in local regions

Consulting services for government



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China International PR Congress
Golden Awards for Excellence in PR
China PR industry Annual Survey Report

CIPRA general meeting
Board meetings
Committee activities

Professionalization, Standardization,
Internationalization

China University Students PR Plan
Contest
Qualification test of PR Practitioners
Study of PR theory

Professional Seminars
Invite International PR experts to give
lectures
Contacts with PR association



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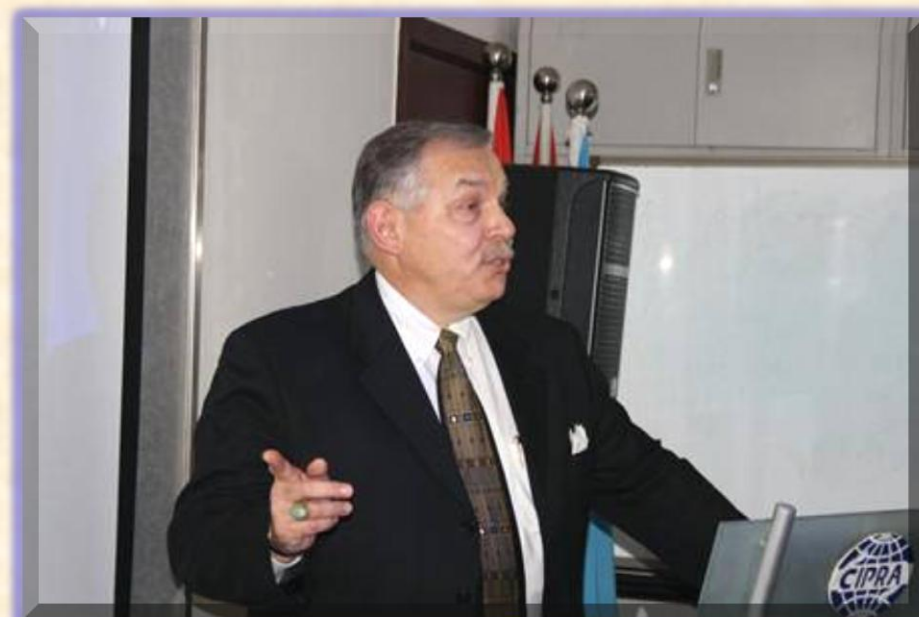
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前美国康宁公司全球企业传播顾问Paul A. Rogoski (罗思基)



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Local and transnational enterprises,
PR agencies / Local PR organizations
Colleges / Universities, individuals

Monthly Lectures
Seminars
Membership Directory

Services for CIPRA
members

PR Magazine
Chinapr.com.cn
CIPRA.org.cn

General meeting
China PR Carnival
Training and activities in
committees



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- Annual meeting
- Exchange of experience
- Jointly organize Forums and Seminars

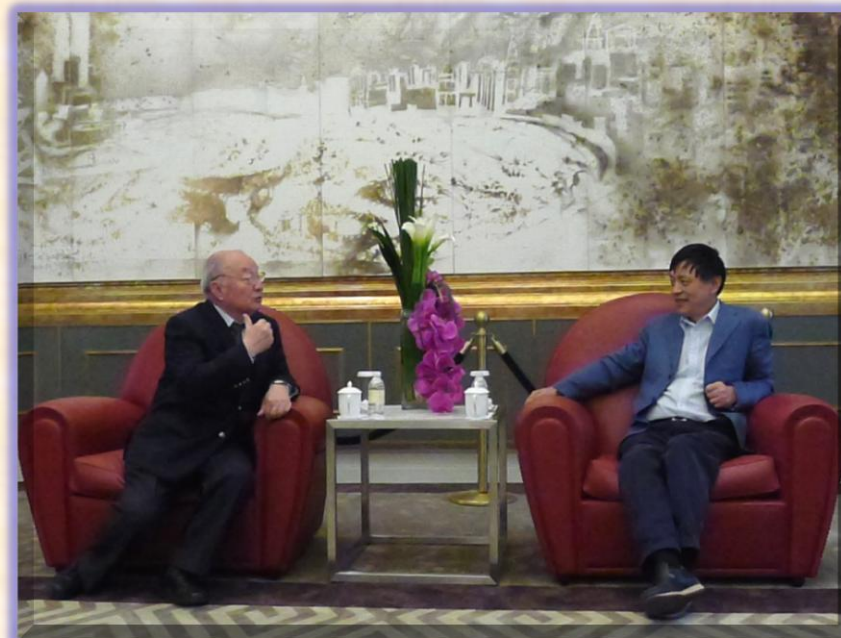
Promote
development
of PR in
local
regions





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Government Relations,
Investment Aboard
Media Relations

Conferences and Events

Consulting services for government

Series of seminars.

Advices and Reports for government



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Close relationship with
government and news
agencies

Friendly cooperation with
foreign news agencies and
chamber of commerce

Promote public diplomacy and
international exchanges

Exchanges with VIPs from
foreign governments and
international organizations

Sponsor the VIP Dinner
Party



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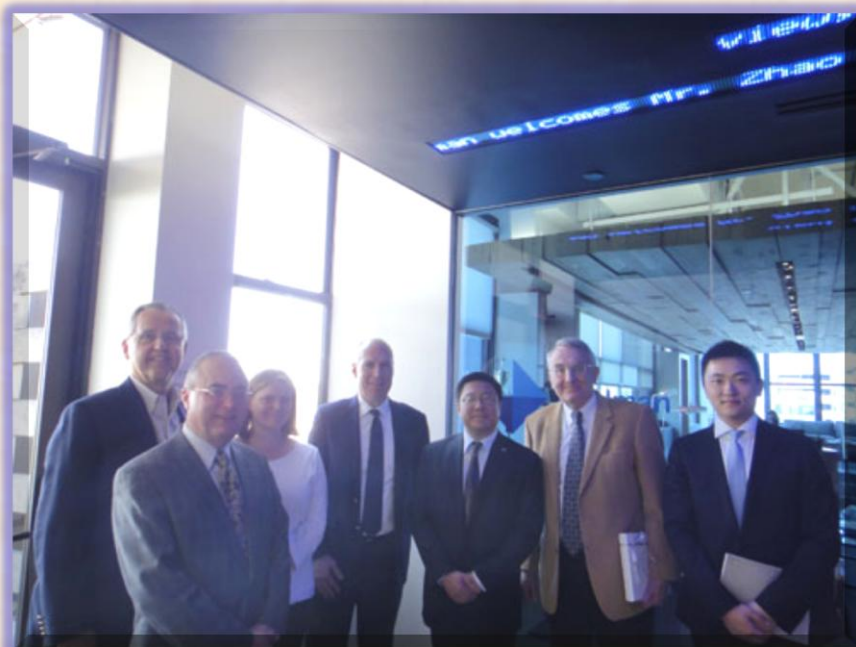
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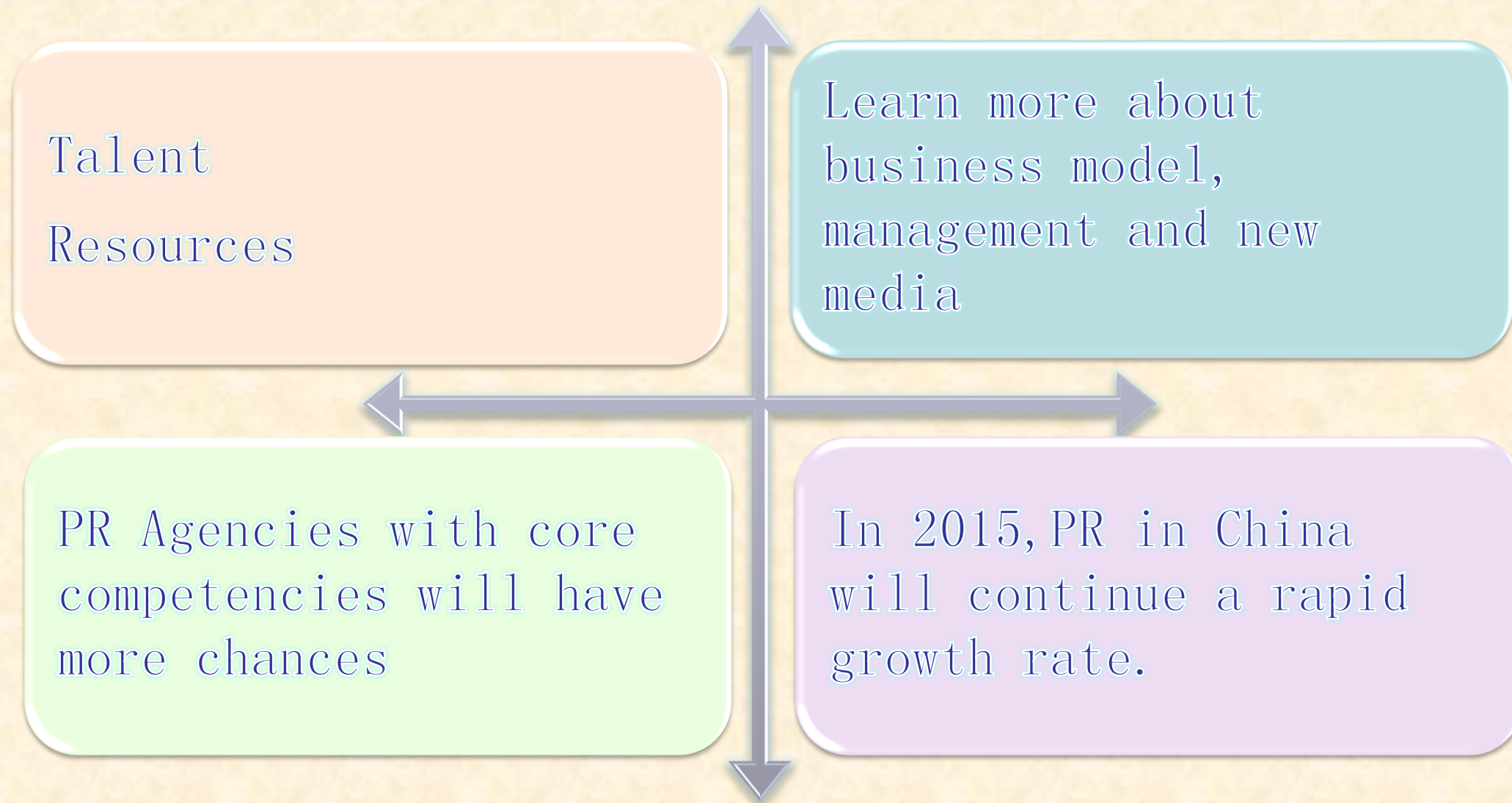
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Challenges and Opportunities





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Thank you!