

Meeting half way - global PR growth acknowledged

ABU DHABI, UAE: In recognition of the growth of public relations practice and expertise beyond its Anglo-American origins, the IPRA presidential badge of office will pass to its 2011 president at the IPRA Gulf Chapter Regional Conference in Abu Dhabi on 13 April 2011.



"By meeting halfway for a symbolic hand-over we are acknowledging three important things," IPRA 2011 president, Richard Linning, a native of Australia resident in the UK said. "The first is that best practice involves the application of universal principles of access to information. The second is that native-born practitioners are best able to interpret these in the context of their own language, cultural and social environments, and finally it celebrates the success of the IPRA Gulf Chapter in bringing together practitioners in Saudi Arabia, Kuwait, Bahrain, Qatar, Oman and United Arab Emirates to share their knowledge and expertise."

Local wisdom a vital ingredient

Elizabeth Goenawan Ananto, the IPRA 2010 president from Indonesia, added "Public relations practice worldwide should be based also on universal values of ethics and information transparency combined with that local wisdom."

The Gulf Chapter, IPRA -GC president, Faisal Zahrani, pointed out "IPRA is the only association that focuses on the needs of Gulf and Arab nationals and their professional knowledge and growth, under the global IPRA umbrella."

Details of the IPRA-GC Annual International Conference in Abu Dhabi are available [here](#).

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