



**For immediate release: 30 June 2015**

## **NEWS RELEASE**

### **The Crisis & Litigation Communicators' Alliance strengthens Asian and European reach with addition of Singapore/Malaysian agency and Austrian agency**

London - The Crisis & Litigation Communicators' Alliance (CLCA) is proud to announce two new members; **WeR1 Consultants**, the leading investor and media communications agency based in Singapore, and **Schneider | Minar | Jenewein Consulting (SMJ)**, one of Austria's leading litigation and crisis communications agencies based in Vienna.

The CLCA was established in November 2009 by three founding firms<sup>1</sup> in Europe and the US as the first international PR network dedicated to providing specialist crisis and high-stakes litigation PR advice.

The new members are:

- [WeR1](#) - a respected financial, legal and corporate communications firm supporting a number of Asia's largest corporations, entrepreneurs, and law firms. The WeR1 team has worked on some of the most high profile court cases in Asia including matters involving criminal proceedings and financial class action-style suits. It has also led crisis management activities for companies in Malaysia, Hong Kong and India, where clients were experiencing fraud and bankruptcy situations. It becomes the CLCA's first representative firm in Asia.
- [Schneider | Minar | Jenewein Consulting \(SMJ\)](#) - one of Austria's leading litigation and crisis communications advisory firms supporting international and domestic clients. It is particularly renowned for its discretion, advising high-profile individuals, businesspeople and financiers during times of dispute. It has also led crisis responses for companies based in Austria and Switzerland.

**Louise Beeson**, CLCA Chairperson and Senior Consultant at CLCA co-founder agency, Bell Yard Communications, comments:

"It is exciting to welcome our first member in Asia and to be expanding our capabilities in Europe. These are both quality firms in their respective markets with a strong understanding of

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<sup>1</sup> The CLCA founding agencies are: [Holzinger Associates \(Germany\)](#), [Bell Yard Communications](#) (UK), [Hellerman Baretz](#) (US).



how to navigate the challenges of communicating to diverse audiences in litigation and crisis situations. I am confident they will be trustworthy partners for when clients require expert PR advice overseas. The Middle East and South America are now our target regions for growing the CLCA network although we remain open to new member firms in currently non-represented regions provided the owner-managed specialty culture and quality fits.”

Lai Kwok Kin, Managing Director of WeR1, comments:

“We are honoured to have been invited to join the CLCA. More and more clients in Asia recognise the need for specialist crisis and litigation PR counsel, a field which we have practiced for several years with regional clients. In Europe and the US, companies as well as law firms, consider the professional contribution of their communication advisors as a key element in managing sensitive cases because reputation is as important as judicial outcomes. WeR1 looks forward to collaborating with other CLCA member firms to exchange best practice on litigation and crisis PR and to forge new opportunities to serve clients better.”

Martin Jenewein, Senior Partner of Schneider | Minar | Jenewein Consulting responsible for international engagement, comments:

“We are delighted the CLCA has recognized our credentials and fit for the Alliance. We are passionate about litigation PR being a unique and specialist discipline and we have a track record advising domestic and international clients in this space. We are close to a number of lawyers who recognize that the court of public opinion can be as important as judicial court decisions to the future standing of companies, and individuals, alike. We look forward to being an active CLCA member firm, supporting clients and our new Alliance colleagues as we continue to invest in, and grow, the litigation and international side of our business.”

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#### **NOTES TO EDITORS**

**About the CLCA:** The Crisis & Litigation Communicators’ (CLCA) is an international Alliance of specialist PR firms who are experts in crisis and litigation communications counsel in their respective jurisdictions. Member firms include:

- [Bell Yard Communications](#) in London,
- [Holzinger Associates](#) in Germany,
- [Community](#) in Italy,
- [Van Kempen PR](#) in the Netherlands,
- [Hellerman Baretz](#) in the US.



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