

## Schneider Electric appoints APO to drive its media relations

The African Press Organisation (APO), a press release wire in Africa, has announced the retainer agreement as an exclusive supplier for media relations in Africa with Schneider Electric SA. APO will provide Schneider Electric with a full range of services, from press releases wire and monitoring services, to media interactions and government relations.

Schneider Electric's press releases will be distributed via Africa Wire, the service for press release wire distribution and monitoring in Africa, reaching over 25,000 media contacts, bloggers, social networks, and redistributing content to over 50 African websites.

"APO will definitely become a key partner in making all Africans aware of issues related to energy on the continent and the solutions Schneider Electric can offer them," said Philippe Schaal, marketing and communications manager at Schneider Electric International.

APO executive director, Eloïne Barry comments, "With a panel of PR activities ranging from press release wire and monitoring services, online press conferences, interactive webcasts, op-ed placements and an African expertise on PR best practice, APO caters for all communication needs on the continent".

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