



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

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Mr. Daniel J. Edelman
Chairman
Edelman

Dear Mr. Edelman,

On the occasion of your portrait being unveiled at Edelman headquarters in Chicago, it is our honor to pay tribute to you and your accomplishments as a true pioneer of the global public relations industry.

After the establishment of your firm in the United States and its expansion to Europe, your foresight that led you to enter China as one of the first international public relations firms, was indicative of the entrepreneurial spirit that makes Edelman so unique in our industry.

We look back fondly at Edelman's early years in China when you were breaking new ground in the PR industry and training the first generation of PR professionals. As I talk with these colleagues who are now senior communication executives at some of China's top companies, they all regard your personal influence as a defining factor in their careers.

Edelman's recent joint venture partnership with Pegasus Communications has once again demonstrated your commitment to invest in and grow with China. We deeply value your continued dedication to the Chinese PR industry as evidenced by Richard Edelman's recent visit to announce a new three-year education program with CIPRA to bring the latest knowledge and know-how in social media to our academic members so that they could foster the next generation of young PR professionals.

While Public relations industry in China is still relatively young, it has made great progress due to the continuous communication between Chinese PR professionals and our foreign friends, which definitely thanks to the contributions and help from you and your company. We will forever salute your entrepreneurial and pioneering spirit!

Warm Regards,

Executive vice-president, secretary-general
CIPRA