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Dr M addresses international advertisers' meeting

KEYNOTE ADDRESS ... Prime Minister Datuk Seri Dr Mahathir Mohamad addresses participants at the Worldwide Partners' annual world meeting.

Worldwide Partners, a consortium of advertising agencies comprising more than 100 members in more than 50 countries, held its first annual world meeting in Asia, in Kuala Lumpur, yesterday.

It is the largest network of independently-owned agencies in the world with approximately RM12.9 billion in annual billings.

Earlier, Dr Mahathir was greeted by Worldwide Partners president Patricia Fiske, Worldwide Partners past chairman Austen Zecha, ISCB chairman Mukhriz Mahathir and Worldwide Partners chairman Mickey Gallivan.

The meeting will end on Friday.

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