

**Apco not involved in 'One Israel' concept**  
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The following is a statement from consultancy agency Apco in response to the accusations by Anwar Ibrahim that it was the brain behind Israeli prime minister Ehud Barak's 'One Israel'.

In the course of parliamentary debate in Malaysia on March 17, inaccurate statements were made regarding Apco Worldwide and its role in Malaysia, as well as its work, past and present, in relationship to other governments.

In 2009, the government of Malaysia retained Apco, an international strategic communications company with 29 offices throughout the world, to assist in evaluating its capabilities to communicate through new media. Apco was also asked to assist the Malaysian government by sharing recent developments in strategic communication undertaken by governments in Europe, North America and Africa.

apco worldwide logo Apco's work has included communication support for a broad range of reform initiatives undertaken by the government of Malaysia, especially in the areas of creating jobs, promoting education, and strengthening delivery of services to the people. Apco is honoured to be provided the opportunity to assist the government in this important work.

However, contrary to statements made in Malaysia's Parliament, 1Malaysia was conceived of by the Prime Minister Najib Razak prior to the government of Malaysia retaining Apco. Apco had no role of any kind in creating the 1Malaysia concept, which was fully formed, and made public, prior to Apco's engagement.

It is also incorrect that Apco represented the government of Israel or Israeli prime minister Ehud Barak as has been alleged in Malaysia's Parliament. At no time has Apco been involved with a public relations campaign relating to a 'One-Israel' concept. The statement in Malaysia's Parliament that Apco was involved in such a campaign is false.

Apco is proud of its work over the past 25 years providing strategic communication services to many governments, including the government of Malaysia. Apco has also provided services to many of the world's leading companies and to international institutions such as the World Bank, United Nations, the European Commission and Asean, among others.

Clients include top Fortune 500 companies

Founded in 1984, Apco Worldwide is an award-winning, independently owned global communication consultancy with offices in major cities throughout Asia, the Americas, Europe, the Middle East and Africa. Its employees include people from more than 40 nationalities representing people of all of the world's major regions and faiths.

Headquartered in Washington, DC, Apco clients include corporations and governments; industry associations and non-profit organisations; and seven of the top 10 companies on Fortune's Global 500. Apco offers services related to business and finance; media, public opinion and society; and government and public policy.

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