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**Press release**

*Date* **27 October 2018**

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## **PwC Azerbaijan participated at the Global Influencer Day Congress as a Silver Sponsor**



On 27 October 2018, PwC Azerbaijan participated at the Global Influencer Day Congress held at Heydar Aliyev Center, as a Silver Sponsor.

Aysel Suleymanova, Head of Marketing, Communications and Business Development of PwC Azerbaijan delivered the speech on "Staying Relevant at the Digital Age", highlighting social media impact on brand reputation, total brand

experience and importance of doing things differently at the Digital Age. She also shared key findings from PwC's global consumer insights survey 2018.

Advancements in digital and technology are reshaping the way we all do business and leading companies today recognize that Innovation is critical to delivering consistent business results in all economic conditions. The speed of change in the new economy has reinforced the value of Innovation and PwC can deliver on this. Our Innovation offerings help clients develop a wide array of capabilities to achieve market-leading revenue and profitability growth.



By combining deep business and industry insight with digital innovation, PwC's diverse teams of creative, industry and technology professionals help accelerate the successful impact digital can have.



**Notes for editor:**

*At PwC our purpose is building trust in society and solving important problems of our clients. We achieve this by offering client centric solutions in tax, legal, assurance and advisory from strategy through execution. Over 140 professionals from 6 countries working in PwC Azerbaijan share their thinking, values, experience and solutions to develop fresh perspectives and practical advice for our clients.*

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