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For Immediate Release

HK4As appoints Richard Thomas as Vice Chairman

The Association of Accredited Advertising Agencies of Hong Kong (HK4As) has appointed Richard Thomas, a serving Executive Committee Member, as Vice Chairman effective from 16 July 2009. He replaces Antony Chow who retired on July 1.

Richard Thomas is currently the President & CEO of DDB Group HK. He has worked in Hong Kong for 2 ½ years, having spent time working in agencies and with clients from the UK, to New Zealand, the USA and Singapore. ‘I am passionate about helping our industry take a lead in the creative field in Hong Kong and the wider Asia region. I could not be more excited about the prospects for Hong Kong and Hong Kong business at this time of growth in our region. As a colleague recently said, who would want to be anywhere else in the world right now?’

‘We are pleased that Richard has agreed to take up this important role of the 4As at a time when we will be some very ambitious projects. This year is the 25th year into our Kam Fan Awards, plus a number of mega-scaled projects are in line and in talks with the CreateHK office. Richard & I look forward to working closely and leading the HK4As to bigger & further developments’ as the Chairman Royce Yuen welcomes the new Vice Chairman on board.

‘On behalf of the 4As, we would like to express our gratitude to Antony Chow for his contributions over the years. Antony will continue serving as a honorary advisor.’ Chairman Royce Yuen adds.

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The Association of Accredited Advertising Agencies of Hong Kong (HK4As) is an association of major advertising agencies in Hong Kong. The Association’s objectives include the setting and maintaining of standards of business ethics, enforcing an advertising standard code, acting as a means of arbitration between agencies, and providing a forum for the exchange of

views between advertising agencies and others engaged in the industry. The Association currently has 21 full members and 12 affiliated members.

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