

19 January 2010
For Immediate Release



HK4As appoints New Chairman and Committees for 2010

The Association of Accredited Advertising Agencies of Hong Kong (HK4As) has appointed Richard Thomas as its Chairman effective from 7 Jan 2010. Richard is the incumbent Vice Chairman of the Association, and he replaces Royce Yuen who will leave the advertising industry in mid-January. Desmond So, a serving Executive Committee Member, takes up the role of Vice-Chairman, and the officers leading various sub-committees are also elected.

Richard Thomas has rich experiences in the ad industry, with a clear vision about leading the industry and the HK4As into greater developments in the coming year.

‘As we look at ‘communications’ and ‘advertising’ in many different ways today, it remains consistently true that in whichever form advertising manifests itself it is a key component of the creative industry of Hong Kong. It is an honour that I will be able to contribute to this trade. As the HK4As moves forward it is crucial that we continue to provide leadership for our industry. We can build on Hong Kong ‘s growing creative profile, following our first ever Cannes Grand Prix (McCann HK) and our position as a business hub to anchor creativity at the heart of business in our region.’ said Richard Thomas.

“On behalf of the HK4As, I would like to thank Royce for his guiding hand at the HK4As over the last period and for how he has led the HK4As so well. I have already learnt a lot from him and hope that I can follow his example successfully,” the new Chairman added.

Richard is currently the President & CEO of DDB Group Hong Kong and Guangzhou. He has worked in Hong Kong for 3 years, having spent time working in agencies and with clients from the UK, New Zealand, the USA and Singapore.

Desmond So, CEO of JWT HK, who takes up the role of Vice-Chairman, has served as HK4As ExComm Member since 2006. Desmond joined JWT HK in 2003. Within 3 years, he restructured the entire operation with the encouraging result of tripling growth in revenue and doubling headcount.

And Spencer Wong, Managing Director and Executive Creative Director of McCann Worldgroup Hong Kong, and Sue McCusker, General Manager of Publicis Worldwide (Hong Kong) will continue their role as Executive Committee Members.

For the Sub-committees, Iris Lo, who returned to agency life in late 2009, has been elected as Creative Committee Chairman. Iris joined DraftFCB in 2009, and is currently the Managing Director & Executive Creative Director. Iris has extensive international experiences. Her work has not only been recognized locally, but also at overseas awards shows such as The One Show, London International Advertising Awards, and Cannes. Iris has also been involved as judges for the HK4As, Adfest, China Times Award, China 4As and Long Xi Awards.

Thierry Halbroth, Executive Creative Director of McCann WorldGroup's Cathay Pacific Central Team, will lead the HK4As' Interactive and Direct (iDA) Committee to explore the Interactive engagement of the HK4As in the coming year.

Sue McCusker, General Manager of Publicis Worldwide (H K) will lead the Education and Training initiatives of the 4As, while Jancu Koenig, Director-in-charge of JWT, is elected as EFFIE Awards Chairman for 2010.

The HK4As is also pleased to welcome PHD as its latest Full Member starting from Jan 2010. PHD was formed in 1990 as a media and communications agency, and currently has 59 offices and 2000 staff globally. It is a media business that has been built on a culture of thought leadership, creativity and innovation. PHD is the fifth Media Full Member of HK4As. The HK4As currently has 22 Full Members and 16 Affiliated Members.

Attachment - Lists of HK4As Members in full

-----END-----

The Association of Accredited Advertising Agencies of Hong Kong (the 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 22 Full Members and 16 Affiliated Members.

For further information, please contact:

Angela Ng - Executive Director, HK4As

tel : 2882 6828 / 9049 1742

e-mail: hk4as@aaaa.com.hk