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For Immediate Release

## **HK4As to present global study on Chinese brands during Expo**

A Hong Kong SAR Programme for Expo 2010 Shanghai

The Association of Accredited Advertising Agencies of Hong Kong (HK4As) will participate in World Expo 2010 Shanghai China by presenting a global study entitled **“HK4As' Survey on: Chinese Brands Going Global – Success Factors Now and the Future”**.

This is an unprecedented joint research programme that has been carried out among the HK4As' BIG FOUR networks: Omnicom, WPP, Interpublic and Publicis.

A total of 490 brand experts, who are leaders in the advertising field, were interviewed about their perceptions and experience on Chinese brands thus providing insights for Chinese brands to develop their strategic planning to successfully compete at an international level.

The study gathered views from 29 countries, including the Middle East and Africa, North America, Latin America, Europe, Eastern Europe, South Asia and North Asia.

“The study aims to reinforce Hong Kong’s unique and strategic position as an international city of China and to showcase the world-class quality of the advertising industry’s professional services as a pillar of Hong Kong’s creative industries,” said HK4As chairman Richard Thomas.

“This year, we have asked all HK4As members to help drive our influence and image, and the Shanghai World Expo provides us with an excellent platform to help achieve that goal.”

Mr Thomas said the HK4As participation in the survey would forge closer links within the industry, as well as with outside organisations and influencers.

Members of the HK4As responded enthusiastically to the study by providing professional advice and services, as well as great networks of contacts for the researchers.

This HK4As' initiative was fortunate to have had the support of a leading market research specialist, TNS, as its research partner. "We are very grateful for the support of TNS who have helped uncover a wide range of global perceptions and insights into Chinese brands," said Mr Thomas.

Commenting on the key findings of the survey, Mr. Thomas Isaac (Director, Research Services) of TNS said, "The general consensus is that there is high potential for Chinese brands to succeed outside of China and be considered on par with or above their international competitors. If Chinese brands continue to leverage on their Good Value proposition and at the same time put in greater effort to improve on key issues such as quality and safety, the next 5 years may prove to be a pivotal turning point for them in becoming global leaders across a range of industries, particularly in Technology and Automotive categories."

The HK4As will present the findings of the study on 16 September at "Creative HK - Branding China" Seminar, co-organised with the Hong Kong Trade Development Council (HKTDC), at the Shanghai International Convention Centre.

Mr Isaac of TNS will speak on the survey results, while 2 brand experts of renowned brands – Mr Oliver Ahrens, President of Acer China, and Mr Royce Yuen, Executive Director of FANCL– have agreed to share their experience and insights on global brand management with the audience.

The Seminar is an official "Hong Kong SAR Programme for Expo 2010 Shanghai".

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*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 23 Full Members and 17 Affiliated Members.*