



HK4As to present global study on Chinese brands during Expo



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HONG KONG – With the help of its members, the Association of Accredited Advertising Agencies of Hong Kong (HK4As) has conducted a survey of brand experts to provide insights for Chinese companies looking to compete overseas.



HK4As has surveyed a total of 490 brand experts from 29 countries.

The results of the survey titled 'Chinese brands going global – Success factors now and the future', will be released on 16 September at the 'Creative HK - Branding China' seminar, as part of Hong Kong's participation at the ongoing Shanghai World Expo.

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

"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," he added.

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.

The initiative also got support from TNS, a market research company. "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," said Thomas Isaac, director of research services at TNS.

"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 five 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," he added.