



## news release

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FOR IMMEDIATE RELEASE

### **BPA lands first event audit applicant in Vietnam**

**Shelton, CT USA April 5, 2011 – [The Vietnam Saigon Textile & Garment Industry Expo](#)** has become the first exhibition in Vietnam to open its show to independent audience verification after the organizers chose BPA Worldwide to verify show attendance.

According to event organizer, Hong Kong-based CP Exhibition - China Promotion Ltd., the show is scheduled to be held April 8-11, 2011 at the Tan Binh Exhibition & Convention Centre in Ho Chi Minh City, Vietnam. The event targets garment and textile buyers from Vietnam and throughout Southeast Asia.

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“The future of the textile and garment industry in Vietnam looks promising,” said Andrew Kay, Managing Director of CP Exhibition - China Promotion Ltd. “We believe now is the time to have our show’s attendance verified by a trusted, global auditor like BPA Worldwide. Armed with verified attendance data, we hope to attract even more exhibitors from the region and around the world.”

“This is a significant development for the exhibition industry in the region since Vietnam’s textile and garment industry has become a vital activity within the country’s economy,” said Doreen Chan, BPA Managing Director for Asia-Pacific. “This audit will enable the organizers to promote their event to potential exhibitors with precision and clarity. The exhibition market is a highly competitive sector where some organizers can resort to less than transparent measures to promote their shows. For this reason, we commend this event for their commitment to transparency and best practices and hope that other organizers in the region will follow suit.”

**About BPA Worldwide** A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has membership spanning more than 30 countries. Worldwide, BPA audits 2,700+ media properties—including business publications, consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.