



news release

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FOR IMMEDIATE RELEASE

BPA's Asia/Pacific Office Celebrates 10th Anniversary

Shelton, CT March 7, 2011 – This month marks the 10th anniversary of the launch of BPA Worldwide's Asia/Pacific office. What started as a one-person office in Hong Kong, today has grown to six employees in Beijing responsible for 100 audits throughout the region.

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According to Doreen Chan, General Manager, BPA's Asia/Pacific region, the global auditor of media first opened its Hong Kong office to provide customer service on a local scale and that emphasis continues today. "Having an office in Hong Kong—and now Beijing—has proven invaluable in regard to the customer service and attention we can provide to our members in the region," she said. "Our emphasis on serving the local media owners' needs has always been our first priority."

It was that local focus that led to BPA's appointment in 2010 by the Shenzhen Science & Technology, Industry, Trade and Information Committee (SZSITIC) of the Shenzhen Municipal Government in China to serve as the exclusive auditor providing services for Shenzhen-based event organizers seeking a government subsidy.

"The SZSITIC initiative was a very positive step for us in the region," Chan continued. "We are now helping Shenzhen's event organizers provide objective and verifiable information that inspires trust in prospective exhibitors. We are excited about this opportunity in Shenzhen and hope to offer a similar service in other regions of China and throughout Asia/Pacific."

BPA's Asia/Pacific Milestones:

- First BPA-audited publication in China: EDN China, 1996
- First audited tradeshow: Internet World (Singapore), 2001
- First BPA University: Beijing, 2002; Hong Kong, 2002
- BPA's opens Beijing office: 2004
- Brands audited: 100
- Number of countries/regions served in the region: 7

"We are very bullish about the future of media auditing in China and throughout the region," noted Glenn Hansen, BPA President and CEO. "Advertisers and media owners are becoming more familiar with the value of third-party audience data and are demanding greater accountability from media owners. We believe we are in a great position to continue serving that need."

BPA's Asia/Pacific office currently serves media owners in countries/regions throughout Asia and the Pacific Rim, including China, Hong Kong, Taiwan, Japan, Malaysia, Singapore and Thailand.

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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 the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.