



## news release

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FOR IMMEDIATE RELEASE

### **BPA Worldwide Partners with Business Strategies Group Ltd. (BSG) to Market BPA Event Audits in Asia**

**Hong Kong China 1 May, 2006** – Under a recently signed agreement, Business Strategies Group Ltd. (BSG) will work to enhance and support BPA Worldwide's Events Audit offering in Asia.

Hong Kong-based BSG will assist in marketing new BPA Event memberships and supporting existing members in Asian countries through non-auditing customer services activities. BSG is Asia's only consultancy supporting business media and events.

BUSINESS

CONSUMER

DATABASE

EMAIL

EVENTS

INTEGRATED

INTERACTIVE

NEWSPAPER

"BPA offers world-respected standards in events attendance auditing, as well as circulation auditing of publications and other media, and it has proven its commitment to China and greater Asia," said Paul Woodward, Principal of BSG. "We are proud to be working with BPA to help Asian event producers provide their exhibitors and sponsors with solid assurance of attendance and audience demographics data.

"In an increasingly crowded market, the better-quality exhibition organisers are looking for ways to differentiate themselves from their competitors," Woodward added. "Providing properly audited data to their customers is an excellent way to do that. At the same time, the major international exhibitors in Asia expect organisers to adhere to the same quality benchmarks they are demanding elsewhere in the world."

"We have been doing newspaper and magazine audits in Asia for over a decade now and, with expositions and events of all kinds on a major growth curve, we feel that the time is right to make the benefits of the BPA Event Audit known in this region," said BPA President and CEO Glenn Hansen. "Exhibitors throughout the world want third-party verification of what they are getting in return for their events investments, and BPA is leading the way in supplying these important metrics."

**About BPA Worldwide** A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, with its Asian regional office in Beijing, PRC, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Media members/applicants include more than 2,000 B-to-B publications, 500 consumer magazines, plus newspapers, events and trade shows, Web sites, email newsletters, databases, wireless and other advertiser-supported media. BPA members also include more than 2,600 advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and industry news. For more information, contact Doreen Chan 陈宝婷, (dchan@bpaww.com), General Manager, Asia/Pacific Region 亚太区总经理, BPA Worldwide, Suite 806, Full Tower, No.9 East Third Ring Middle Road, Chaoyang District, Beijing 100020 China (诚证国际传媒信息咨询(北京)有限公司, 中国, 北京市, 朝阳区, 东三环中路9号, 富尔大厦806室, 邮编: 100020) 电话: +86 (10) 85910691.

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**About BSG:** Business Strategies Ltd., headquartered in Hong Kong, is the leading consultant to the Asian business media and exhibitions industries. BSG supports local and international business media with a variety of consultancy services, including business intelligence; competitive and market research; new product launches; identifying potential merger and acquisition partners; assisting with planning and negotiating M&A's; and opening new geographic markets. In the exhibitions industry, BSG runs the Asia/Pacific office of UFI, the Global Association of the Exhibition Industry, and consults for the Thailand Convention & Exhibitions Bureau (TCEB) and many of the world's leading exhibition organisers. Visit [www.bsgasia.com](http://www.bsgasia.com) for more information.