



The Hong Kong
Advertisers Association
香港廣告客戶協會



For Immediate Release

New Chairman and Committee Elected for The Hong Kong Advertisers Association

The Hong Kong Advertisers Association (HK2A) is pleased to announce the re-election of Mr Raymond Ho of Hutchison Telecommunications Hong Kong as Chairman for 2012. An Executive Committee comprising nine other member companies was also elected at the AGM held on 29 November 2011.

Under the chairmanship of Mr Ho, HK2A has been actively exploring the latest consumer trends in the market during the past year. The social media mini-series overwhelmed the participants with innovative marketing tools and tactics.

“Many quoted our 50th Anniversary Forum as THE ADVERTISING INDUSTRY EVENT OF THE YEAR. In fact, 2As have always been working on similar mode for decades - bring forth most benefits to our members and the industry - and will continue to do so. Beyond workshops, we will expand our professional training programs as well as proactive participation of media monitoring bodies and awarding organisations,” said Raymond.

All outgoing members of the Excom were re-elected to hold office in 2012 until the next AGM, including Mr Vincent Cheung of Canon Hongkong Company Ltd, Ms Irene Ho of Citibank (Hong Kong) Ltd, Ms Frances Hui of Hang Seng Bank, Ms Karen Tam of Harbour City Estates Ltd, Mr Terence Lee of The Hong Kong and China Gas Co Ltd, Mr David Yeung of PCCW Ltd, Mr James Hong of Sony Computer Entertainment Hong Kong Ltd and Ms Aspasia Tsoi of Swire Travel Ltd.

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