

Business Wire Announces Opening of Hong Kong Full-Service Office

Release Date:

Sunday, November 3, 2013 7:00 pm EST

Terms:

Company

Dateline City:

HONG KONG

HONG KONG--(BUSINESS WIRE)--Business Wire today announced the opening of a full-service office in Hong Kong, reaffirming its commitment to personalized local service coupled with unparalleled global reach. The new office is Business Wire's third in Asia, and 32nd worldwide.

Working with various partners, Business Wire has had representative sales offices in the region for more than a dozen years. The decision to open its own dedicated office is in response to its many multinational corporate and agency clients eager to have a direct Business Wire relationship.

"Hong Kong possesses a sophisticated corporate communications environment, perfectly suited to Business Wire's gold standard solutions and services," said Michael Becker, senior vice president, who spearheaded the Hong Kong project. "We look forward to establishing close working relationships with local public relations and investor relations professionals, and becoming an integral member of these communities."

The Hong Kong office will be staffed with its own editors. With close to two dozen newsrooms and nearly 200 editors, Business Wire has more local news operations than all its competitors combined. Local service and global reach, traditional Business Wire hallmarks, promise to benefit Hong Kong companies targeting major consumer and capital markets worldwide.

Business Wire's office is located at:

**51/F Hopewell Centre
183 Queen's Road East
Wan Chai, Hong Kong
Telephone: +852 3602 3091
www.businesswire.hk**

"We are excited to be introducing the industry's most innovative services to the dynamic Hong Kong market," added Cathy Baron Tamraz, Business Wire's CEO. "Our service offerings include global news distribution, multimedia, regulatory disclosure services, web-hosting, content marketing platforms, and advanced social media monitoring. Hong Kong communications professionals will now have the opportunity to experience a new level of local service coupled with worldwide product offerings."

Business Wire's other two Asia Pacific offices are in Tokyo and Sydney. The company also has reciprocal sales relationships throughout the region.

About Business Wire

Business Wire, a Berkshire Hathaway company, is the global leader in press release distribution and regulatory disclosure. Investor relations, public relations, public policy and marketing professionals rely on Business Wire to accurately distribute market-moving news and multimedia, host online newsrooms and IR websites, build content marketing platforms and provide audience analysis that improves engagement with specified target markets. Founded in 1961, Business Wire is a trusted source for news organizations, journalists, investment professionals and regulatory authorities, delivering news directly into editorial systems and leading online news sources, while boosting SEO and social media engagement via its multi-patented simultaneous NX Network. Business Wire has more than 30 bureaus worldwide to securely meet the varying needs of communications professionals and news consumers.

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Language:

English

Contact:

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Business Wire,
Michael Becker, +852 3602 3091
Neil Hershberg, +1 212-752-9600

Source URL: <https://newsroom.businesswire.com/press-release/business-wire-announces-opening-hong-kong%C2%A0full-service-office>