



MARKETING, ADVERTISING & PR COMMITTEE

The Marketing, Advertising, and PR Committee supports the exchange of information about marketing, advertising, and public relations, particularly regarding trends in China. The Committee organizes events and other opportunities to learn from and exchange ideas with authoritative sources from international and China-based agencies and client companies, local and international media, academia, and government. The Committee's 2023 strategic plan is organized around three types of activities: *Advocacy, Business, and Community* (ABCs).

Committee Priorities:

Advocacy-Low

Business-High (information sharing)

Community-Medium (networking)

Mission

To foster an open environment for healthy communications about China's marketing and public relations industries.

To focus on issues and opportunities for companies conducting marketing and PR activities in China.

To provide networking opportunities for members with other AmCham China Committees.

Main Activities

The Marketing, Advertising, and PR Committee The Committee hosts joint event with other committees to increase members cross-industry engagement, providing opportunities for non-members to join events and understand AmCham committees.

The Committee focuses on China's latest policy reforms, to provide professional insights and opinions about how they could potentially impact the business operations of companies across industries.

The Committee hosts regular events to share information about media and the ecommerce market as digital platforms are becoming increasingly important for companies of all industries.

Leadership



Co-Chair:

Fiona Huo,
The Economist Group



Co-Chair:

Peter Zhong,
Edelman China

Member Profile

Committee Subscribes

>200

2023 Committee Strategic Focus

Advocacy (A)

Low Priority

Meet with local and provincial governments to promote people-to-people engagement while simultaneously offering recommendations to both the Chinese and US governments.

Business (B)

High Priority

Collaborate with members and agencies to develop regular events and seminar discussions to share industry insights, reports, and overall market trends.

Community (C)

Medium Priority

Create members' networking opportunity by hosting mixer events

2023 Working Plan (Subject to Change)

Q1

- Finalize annual plan with Committee Chairs
- Regular Committee event

Q2

- Regular Committee event

Q3

- Committee mixer

Q4

- Regular Committee event

Active Committee Members

Bridge Consulting

Edelman China

The Economist

Brunswick Group

Ogilvy

Ulan Public Relations Consultancy