



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 2024 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 and Committees to help increase the value of Chamber events and activities.

Main Activities

The Marketing, Advertising, and PR Committee meets bi-monthly, inviting professionals to share their expertise through workshops.

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.

The Committee focus 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.

Leadership



Co-Chair:

Fiona Huo,
The Economist Group



Co-Chair:

Peter Zhong,
Edelman China

Member Profile

Committee Subscribes

>200

2024 Committee Strategic Focus

Advocacy (A) Low Priority	Business (B) High Priority	Community (C) Medium Priority
Meet with local and provincial governments to promote people-to-people engagement while offering recommendations to both the Chinese and American governments.	Collaborate with members and agencies to develop regular events and seminar discussions to share industry insights, reports, and overall market trends.	Create members' networking opportunity by hosting mixer events

2024 Working Plan (Subject to Change)

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"> • Host planning meeting with Committee Chairs • Regular Committee event 	<ul style="list-style-type: none"> • Regular Committee event 	<ul style="list-style-type: none"> • Committee mixer 	<ul style="list-style-type: none"> • Regular Committee event

Active Committee Members

Bayer	Brunswick Group	Ogilvy
Booyah	Novelis	The Economist
Bridge Consulting	Edelman China	Ulan Public Relations Consultancy