



Inspiring Excellence
in Communications
Worldwide

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Press Release

IAA Highlights Climate Change Initiative At China's Annual Ad Festival

Hefei, China, October 22nd, 2008 -- At today's opening ceremony of the Fifteenth Annual China International Advertising Festival, the International Advertising Association (IAA) highlighted the recent global ad industry climate change initiative on behalf of the United Nations.

At the festival opening with Vice Minister Liu Fan, State Administration of Industry and Commerce, Li Dongsheng, President, China Advertising Association (CAA), and other high level government officials, Michael Lee, IAA Executive Director, in his opening speech described the recent ad industry visit with UN Secretary General Ban Ki-moon and stated: "Just one month ago, the Secretary-General took time to meet with the leaders of the global advertising industry on the first day of the UN's 63rd General Assembly. The world's most powerful agency leaders committed to helping the UN with a comprehensive communications initiative to help combat climate change. With this new, all-industry initiative we have the ultimate goal of changing individual and public policy opinion about climate change, so we all understand it and support all the nations of the world, including China, to work as a team to counter its effects."

Mr Li Dongsheng, President, CAA, said "It was interesting and inspiring for our audience to hear about the IAA-UN initiative, reminding China's advertising community of the power and good that our industry can do for public service issues."

"This international IAA initiative, working with the world's global ad agencies, and embracing other national trade bodies and groups as part of the project, brings us to a new level of industry responsibility - so much a part of the IAA's long history," stated Indra Abidin, IAA Chairman and World President. "The IAA is proud to partner with the United Nations on this critical effort."

The IAA-UN initiative grew out of an idea by the International Advertising Association to build on its social responsibility work with the UN, including the recently launched IAA Dentsu



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Global Student Poster Competition on Climate Change; a desire to galvanize the forces of the ad community for a common, larger good, and support from the most powerful leaders of the global communications industry to come up with strategic solutions to one of the most important issues facing the planet today. A cross-cultural, cross-agency global team coordinated by the IAA will assist the UN over the next 15 months on a communications strategy designed to help change consumer behaviour, influence public policy and help the UN make further progress on this issue.

The 15th China International Advertising Festival and International Creativity Summit Forum, co-organized by the IAA China Chapter, is the largest event of its kind in China and runs through Thursday, October 23rd in the South-Eastern city of Hefei, Anhui Province, China.

Notes to editors:

International Advertising Association:

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, has members in 76 countries and chapters in 56, and is a one-of-a-kind global partnership whose members comprise advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org

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