

PRESS RELEASE

AFAA Excom Welcomes 3 Key Asian Advertising Veterans

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Following its annual general meeting on 23rd Feb 2019 at the Grand Hyatt Hotel, Kochi, India, the Asian Federation of Advertising Associations (AFAA) announced some new appointments.

AFAA is an international association for the development and support of the advertising industry of Asia. The Federation aims to promote, protect and develop advertising within the context of conditions and varying cultures prevailing in the Asian region. It offers a wide range of services, platforms and resources dedicated for the purpose of planning, coordinating and implementing programs to elevate the standards and viability of advertising at the Asian level.

Mr. Tadashi Ishii, Chairman of Dentsu Inc, Japan is the new Corporate Membership Officer, a newly created post, making it now a total of 9 Executive Committee members in AFAA.

Ms Maya Watono of Indonesia Advertising Council or Komisi Periklanan Indonesia was nominated to AFAA Excom to hold the position of Chief Marketing Officer of AFAA. She takes over from Mr. Harris Thajeb, also from Indonesia. Ms. Maya Watono is the current CEO of Dentsu Aegis Network (DAN) Indonesia, managing more than a thousand workforce.

Mr. Nack Hoi Kim, the newly appointed Chairman of the Korea Federation of Associations, was appointed the new Chief Revenue Officer of AFAA replacing Mr. Lee Soon Dong who retired from the Korea Federation of Associations. Mr. Nack Hoi Kim is a veteran in the advertising field. He was the President and CEO of Cheil Worldwide from 2006 till 2012 and currently holds the position of adviser to Cheil Worldwide.

Chairman of AFAA Mr Raymond said of the appointments, "The current new team at AFAA come with admirable leadership capabilities and have very strong understanding of our marketplace. I am certain they will provide direction and handle challenges in the Asian advertising industry to take AFAA to its next growth phase and continue driving excellence for its members."



Tadashi Ishii
Chairman,
Dentsu Inc, Japan



Ms Maya Watono
CEO
Dentsu Aegis Network,
Indonesia



Nack Hoi Kim
Chairman,
Korea Federation
of Associations



Raymond So
Chairman,
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