

# Annual Report 2019



Pre-Dinner @ AdAsia Lahore Pakistan 2019

**afaa** | ASIAN FEDERATION OF  
ADVERTISING ASSOCIATIONS

GABUNGAN PERSATUAN - PERSATUAN PENGIKLANAN ASIA

PPM-020-14-30052017

**Secretariat Office:**

2-96, Jalan Prima SG 3/2, Taman Prima Sri Gombak, 68100 Batu Caves, Selangor. Malaysia.

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## ABOUT AFAA

### Asian Federation of Advertising Associations (AFAA)

Founded in 1978, AFAA has representations in 19 Asian locations (Japan, Korea, Taipei, Thailand, Vietnam, Malaysia, Indonesia, Bangladesh, India, Nepal, Pakistan, USA, Hong Kong, Macau, China, Singapore, UAE and Mauritius). Its primary objectives are to unify all Asian associations involved in the various aspects of advertising and upgrade the standards, ethics, and practices of advertising and to bring about a meaningful contribution from advertising activities to both regional and national socio-economic development. Under its auspices, AdAsia (biennially), DigiAsia (biennially), and the AFAA FASTTRACK, a professional training programme (annually) are held.

## AFAA OBJECTIVE

- To unify all Asian associations involved in the various aspects of advertising as a profession and as a business.
- To upgrade standards, ethics and practices of advertising and thus bring about a more meaningful contribution from advertising and other related activities to both regional and national socio-economic development.
- To contribute programs to secure a better understanding of advertising and its functions in our respective countries.
- To take all steps to undertake, improve, systematize and co – ordinate manpower development programs in the region.
- To centralise data and information relating to advertising and marketing on a regional basis.
- To set up the necessary mechanism for future Asian advertising congresses.
- To assist in the development/implementation of socially / economically oriented (public service) programs on a national or regional basis.
- To foster self-regulation.
- To devise and implement education programs explaining the social and economic aspects of advertising.



## CHAIRMAN'S MESSAGE

2019 was a memorable year for AFAA. We made many important decisions and new appointments which will bring AFAA to a new level of development. It was also encouraging to receive continuous strong support from all our members that made AFAA plans successful in 2019.

Based on the new constitution with additional focus to expand corporate membership, we were glad that Mr. Tadashi Ishii, Dentsu Chairman, accepted the appointment as our first Corporate Membership Development Officer. Mr. Ishii has come up with a very thoughtful plan to expand our corporate membership, starting a new and important step in AFAA development. With the support of our members, we expect to launch this program in 2020. Two advertising elites also joined the AFAA Executive Committee in 2019, taking up key responsibilities from their colleague. I would like to welcome Mr. Nack Hoi Kim from the Korean Federation of Advertising Associations to take the position of Chief Revenue Officer and Miss Maya Watono, representing Indonesia as Chief Marketing Officer. With the addition of these advertising leaders, I am confident that AFAA will serve our members better and achieve great results. We need to say farewell to a few old friends, please join me to thank Mr. Lee Soong Dong and Mr. S J Choi of KFAA and Mr. Harris Thajeb of Indonesia for their service and contribution to the AFAA Executive Committee. We were also very sad to lose our very good friend Shahar Noor from Malaysia. We'll all remember his great sense of humor and friendship.

Membership development continued to be a key focus and we were glad that the Malaysian Publisher's Association has joined as an affiliate member, strengthening our representation in Malaysia. Mr. Lee Soong Dong also joined as an individual member to continue his participation in AFAA. There were still challenges ahead of us in membership development and we'll continue our effort in the coming year. We hope the addition of more corporate members can help to drive the momentum in regular membership growth.

AFAA Fast Track Training Program continued to a most valuable service to our members. The program started in 2013 and we have now trained 199 participants from 11 Asian territories. We were so pleased that many of the participants became high performers and leaders at work. AFAA will look at more opportunities to grow and train better talents for the industry.

The highlight of 2019 was the Asian Advertising Congress, AdAsia Lahore, held in Pakistan Dec 2 – 5, 2019. The last AdAsia Pakistan was held in 1989. AdAsia 2019 marked the return of AdAsia to Pakistan after 30 years and it meant a lot to the Pakistanis and the industry. During the preparation stage, we encountered a lot of challenges because of security and political issues. It was the commitment and determination demonstrated by our Pakistanis friends that made this congress possible. We had three days of great speeches and evening parties, everyone enjoyed the diverse Pakistan culture and hospitality. I was very pleased to see the very positive impact on Pakistanis delegates. AdAsia reinforced their confidence in advertising and the future of the industry. The true spirit of AdAsia was well demonstrated in AdAsia Lahore. A special thank you to the Pakistan Advertising Association and Mr. Sarmad Ali, you have done a fantastic job putting together such a wonderful AdAsia Congress.

On behalf of the AFAA Executive Committee, I would like to thank all our friends and partners for their continual support. Thank you for your confidence in us and we'll continue to service our members and build the AFAA leadership in Asia. We have many new plans for 2020 and sincerely hope to share good news of these initiatives with our members and friends as soon as possible.

Viva Advertising!

Sincerely yours,  
Raymond So  
Chairman, Asian Federation of Advertising Associations

## AFAA EXCOM MEMBERS



**CHAIRMAN**  
**Raymond So**  
Taipei Association of  
Advertising Agencies



**Vice Chairman**  
**Srinivasan K. Swamy**  
Advertising Council of India



**Chief Strategy Officer**  
**Ramesh Narayan**  
Advertising Council of India



**Chief Revenue Officer**  
**Nack Hoi Kim**  
Korea Federation of  
Advertising Associations



**Chief Membership  
Development Officer**  
**Tadashi Ishii**  
Dentsu Inc.



**Chief Marketing Officer**  
**Maya Watono**  
Komisi Periklanan Indonesia



**Chief Knowledge Officer**  
**Bharat Avalani**  
Connecting Dots Consultancy



**Immediate Past  
Chairman & Advisor**  
**Pradeep Guha**  
Advertising Council of India



**Secretary**  
**James Selva**  
Asian Federation Of  
Advertising Associations



REGULAR MEMBERS

**Advertising Council of India**

c/o Advertising Agencies Association of India (AAAI)

B-502, Marathon Futurex,  
N M Joshi Marg, Lower Parel  
Mumbai 400013, India

Srinivasan K Swamy  
Pradeep Guha  
Ramesh Narayan

**Vietnam Advertising Association**

Unit 606, 6th Floor, Savina Building  
1 Dinh Le, Hoan Kiem, Ha No  
Vietnam

Dinh Quang Ngu

**Pakistan Advertising Association**

Plot No: St 4, Block -3, Gulshan Flyover, Opp: T.O.Clinic  
Rashid Minhas Road, Gulshan-e-Iqbal, 75300 Karachi

Waqar H. Haidri

**Dewan Periklanan Indonesia**

Jl.Raya Fatmawati No.15H, Kebayoran Baru  
12140 Jakarta Selatan, Indonesia

Janoë Ariijantu

**Japan Advertising Federation**

7-4-17, Ginza Chuo-Ku, 104-0061 Tokyo, Japan

Yukiyasu Nagasaki

**Korea Fedeation of Advertising Associations**

9F, Korea Advertising Culture Center Bldg  
137, Olympic-ro 35-gil  
Songpa-gu, Seoul 05510 South Korea.

Nack Hoi Kim

**Taipei Association of Advertising Agencies**

21f, 161 SongDe Rd, 110 Taipei

Evan Teng



REGULAR MEMBERS

**The Advertising Association of Thailand**  
12/14, Prachaniwet 1 Road, Lardyao, Chatuchak  
10900, Bangkok, Thailand | Ms. On-Usa Lamliengpol

**The Association of Advertising Agents of Macau**  
Avenida Praia Grande, No. 10 369-371 EDF  
Keng Ou 16 Andar D, Macau | Keyvin Bi

**Association of Advertising  
Agents of Bangladesh** | Ramendu Majumder

**Advertising Association of Nepal**  
Siddhicharan Marga, Shantinagar  
Kathmandu, P.O.Box 8944, Nepal | Rabindra Kumar Rijal

**China Advertising Association of Commerce**  
Honglingjin Park, No. 5, Hou Balizhuang  
Chao Yang District, Beijing, China 100025 | Wang Xin

**Hong Kong Association of  
Interactive Marketing Ltd**  
Unit 805, 8/F, Westley Square,  
48 Hoi Yen Road, Kwun Tong  
Hong Kong | Ralph Szeto

**Asian American Advertising Federation**  
6230 Wilshire Blvd, Suite # 1216, Los Angeles,  
CA 90048, USA | Jay Kim



## CORPORATE MEMBERS

**Dentsu Inc**  
1-8-1, Higashi-Shimbashu Minato-ku  
105-7001 Tokyo, Japan | Tadashi Ishii

**Hakuhodo Inc**  
Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku  
Tokyo 107-6322, Japan | Shuntaro Ito

**Jang Media Group**  
Al-Rahman Building, 1.1 Chandrigar Road  
Karachi, Pakistan | Sarmad Ali

**M. Communication (Pvt) Ltd**  
22 A, Main Nazimuddin Road  
F-7/1 Islambad, Pakistan | Sohail Kijat

## INDIVIDUAL MEMBERS

**Adcomm Limited**  
11- Love Road (3rd Floor), Tejgaon 1/A  
1208 Dhaka, Bangladesh | Mrs Geeteara Safiya Choudhury

**Founder & CEO - Connecting Dots Consultancy**  
126, SS 21/31, Damansara Utama,  
47400 Petaling Jaya, Malaysia | Bharat Avalani

**Vietnam Marcom Academy**  
Cong ty TNHH Truyen Thong Tiep Thi Viet Nam  
10 My Phu 1A, Tan Phu Ward,  
District 7, Phu My Hung, Ho Chi Minh City  
Vietnam | Tran Hoang

**International Media Network Nepal Pvt Ltd**  
APAC House, Singha Durbar Baidhyakhana Road  
Anam Nagar, Kathmandu, Nepal | Ravin Lama

**Outreach Nepal Pvt Ltd**  
Jwagal, Kupondole Lalitpur, Nepal | Shakya Ujaya

**Inca Tanvir Advertising Llc**  
244B, Al Wanba Street  
P.O.Box 5320, Sharjah, UAE | Tanvir Kanji

**International Advertising Association Korea Chapter**  
6F, Nonhyun-Ro 81 gil 12,  
Kangnamgu, Seoul 06237, Korea | Lee Soon Dong



## ASSOCIATE MEMBERS

<p><b>ECI Awards</b> Room 1703, Building No.15, West Jianwai SOHO 39, Dongsanhuan Road, Chaoyang District Beijing, China</p>	<p>Dr. Owen Jia</p>
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## AFFLIATE MEMBERS

<p>Association of Communication Agencies of Mauritius</p>	<p><b>Bineswar Sookloll</b></p>
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<p>Magazine Publishers Association, Malaysia</p>	<p><b>Louis Foo</b></p>
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## HONORARY MEMBERS

<p>25-3, Seonjam-ro 2-gil, Seongbuk-gu, 02823, Seoul, South Korea</p>	<p><b>Senyon Kim</b></p>
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<p><b>Advertising Council of India</b> c/o Advertising Agencies association of India (AAAI) 35 Maker Tower 'F' 3rd Floor, Cuffee Parade 400 005 Mumbai, India</p>	<p><b>Guotam Rakshit</b></p>
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<p><b>Counselor, Dentsu (Taiwan) Inc</b> 13F, 68 Sec 3 Nanking E Rd 10489 Taipei, Taiwan</p>	<p><b>Longmen Hu</b></p>
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<p><b>Royal Selangor (S) Pte Ltd</b> River Valley Road, 01-01 Clarke Quay, 179020 Singapore</p>	<p><b>Yong Poh Shin</b></p>
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<p><b>Ancom Berhad,</b> 2A, Jalan 13/2, Seksyen 13, 46200 Petaling Jaya, Malaysia</p>	<p><b>Peter A. Das</b></p>
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<p>Jakarta, Indonesia</p>	<p><b>Late Indra Abidin</b></p>
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<p>Japan</p>	<p><b>Shuzo Ishikawa</b></p>
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<p>Thailand</p>	<p><b>Vinit Suraphongchai</b></p>
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# Work In Progress Report

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**Membership Report By Raymond So**

**The AFAA Chairman drew the attention of AFAA Members on the status of AFAA Membership development as seen below:**

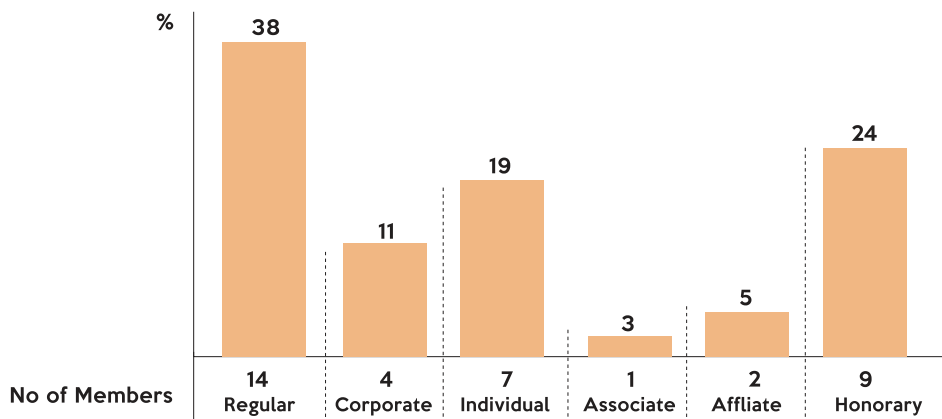
**New Member**

Malaysia was represented as a regular member till 2018 by the Association of Accredited Advertising Agents (4A's) and have resigned from AFAA membership. As a replacement, Malaysian Magazine Publisher Association (MPA) was admitted as an affiliate member to AFAA.

To source for new members in Phillipine, Sri Lanka, Turkey, Middle East and Indo China locations like Cambodia. With the changing of Marketing Communication landscape in Asia, he requested that AFAA should identified digital based Associations in non -member territories to grow AFAA membership base.

**AFAA Membership Composition**

As of 31st Oct 2019



**AFAA Current Membership Status**

AFAA membership consists of:

- A. Regular Members - 14
- B. Corporate Members - 4
- C. Individual Members - 7
- D. Associates Members - 1
- E. Affiliate Members - 2
- F. Honorary Members - 9



## ADASIA Lahore 2019 Pakistan By Sarmad Ali

**The Organising Chairman of AdAsia 2019 Lahore, Pakistan, Sarmad Ali updated the progress of AdAsia Lahore.**

### Participant Numbers

The AdAsia event hall can accommodate 700 seating capacity and to-date a total of 840 delegates have registered comprising of 640 delegates as a paying participants and 200 delegates as a sponsored delegates.

### AdAsia Lahore : 3 Days Program

Title	Speaker	Position	Company
Richard Quest In Conversation	Sir Martin Sorrel Richard Quest	Executive Chairman CNN Anchor	S4 Capital CNN
Driving Social Change Thru Advertising	Ali Rez	Regional Ex. Creative Director	BBDO
Enhancing Society With Digital Creativity	Yasuharu Sasaki	Ex. Creative Director	Dentsu Inc
Be Afraid. Be Very Afraid. But Do It	Fernando Machado	Global Chief Marketing Officer	Burger King
Imperfect Beauty	Guan Hin Tay	Creative Change Catalyst	APAC Global Advisory
Building A Global Cult Brand Over Generations	Vange Kourentis	Former Commercial Director	Manchester United
How Comm. Can Tackle Humanity's Most Challenging Problem	Macus Peffers	Global CEO	M&C Saatchi
Dot Complicated	Randi Zuckerberg	CEO	Zuckerberg Media
The New Comm. Agency Eco-system	Julian Boulding	President	The Network One
The Key For Brand Success In Asia	Bobby McGill	Publisher	Branding in Asia
A Brand Called PSL	Wasim Khan	Managing Director	Pakistan Cricket Board
Decoding Marketing Effectiveness In Asia	Edward Pank	Managing Director	WARC

### Pakistan Leaders

The Opening & Closing ceremony was to be graced by Prime Minister and President of Pakistan, however, due to unforeseen circumstance, the Prime Minister was not able to attend the Opening Ceremony and the Pakistan President will grace the closing ceremony of AdAsia Lahore.



### **Communication Plan By Maya Watono**

**Maya Watono presented her Communication Plan strategies to strengthen AFAA 's branding with new initiatives in AFAA Website as follows:**

#### **AFAA Adex**

AFAA as the regional Associations in Asia, need to showcase its activities by members from varies territories . Adex data on Asian countries will be a useful tool for Asian marketing communication community and AFAA dismantling of advertising revenue will be useful for its image. Have implemented Adex report data for Asian region territories in the current website covering the past10 years data which includes traditional media and new media.

#### **AFAA Social Media Platform**

As a great way to generate members engagement, she proposed to have Facebook, LinkedIn and Wikipedia incorporated into these Social Media Platform

#### **AFAA Member's Profile**

Just like traditional social media, social communities allow members to create personalize profiles with picture and bio data covering all AFAA members in AFAA website. She informed the members that most members have submitted their data and it is active in the website. Those AFAA members who have not submitted should send their info and data to the Secretariat for further action.

#### **AFAA Awards**

Awards are milestones of our progress as a community and AFAA Awards as a folder in the website is been created. She said this section is in work in progress and will be able to go live by Jan 2020 with new awards given at AdAsia Lahore, Pakistan.



### **Corporate Member Development Plan By Tadashi Ishii**

**Tadashi Ishii who heads the Chief Membership Development Officer portfolio was unable to attend the General Body Meeting. He submitted a working papers on Corporate Member Development Plan which was tabled by AFAA Chairman Raymond So as follows:**

#### **Key Objectives:**

- a. To attract & increase the number of Corporate members.
- b. Build membership for AFAA Corporate members.
- c. Activate involvement of Corporate members in AFAA activities.

#### **Corporate Member Activity & Benefit Plan:**

- a. Publish an industry study on an issue or new development which is valuable to the growth and well being of the industry. The field work in each territory will be supported by the local AFAA Regular Member / Corporate Member. This industry report will be well promoted to raise the portfolio and leadership of AFAA as an organization and the status of its membership.
- b. Corporate members will be invited as speakers at AFAA events such as AdAsia, DigiAsia and AdStars as decided by the Congress committee.
- c. Corporate Members will join and participate in all AFAA General Body Meetings
- d. Corporate members will be entitled to special discounts for activities posted by AFAA such as FastTrack in Malaysia.
- e. Corporate members will be provided special discounts for tickets to events such as AdAsia and DigiAsia.

#### **Action Plan**

- a. He informed AFAA members that Ms. Maya Watono of Dentsu Indonesia will produce the Sales pitch document brochure for Regular members to use when recruiting corporate members in their region.
- b. The target is to have at least 2 Corporate members by each territory's Regular member before March 2020.



**AFAA Fast Track By Bharat Avalani**



**Fast Track New Logo**

Presented the new Fast Track logo for AFAA members benefits.



**Fast Track Attendance**

Briefed the members on the attendance to Fast Track program held in Malaysia from 2013 till 2019. A total of 199 participants from 11 territories have benefited from Fasttrack program & have generated additional income stream for AFAA.

**AFAA FastTrack Program -By Countries**

Country /Year	2013	2014	2015	2016	2017	2018	2019	Total
Malaysia	13	7	14	10	14	13	18	89
India	4	6	6	6	6	7	6	41
Pakistan	1			1	1			3
South Korea	1							1
Indonesia	2				2	2	4	10
Nepal			2	2	1	1	1	7
China							1	1
Bangladesh		2	2		2	4	2	12
Chinese Taiwan	3	3	2	2		1	1	12
Sri Lanka	1	5	2	4	4	4	2	22
Macau						1		1
<b>Total</b>	<b>25</b>	<b>23</b>	<b>28</b>	<b>25</b>	<b>30</b>	<b>33</b>	<b>35</b>	<b>199</b>



**AFAA Awards By Ramesh Narayan**

**AFAA Awards**

Every alternate year the AFAA will induct someone suitable for the AFAA Awards.

There are four categories of awards given to AFAA members which was approved by AFAA Excom in Busan, Korea.

**The proposed nominations are:**



**AFAA Hall of Fame**

Javed Jabbar of Pakistan was nominated to receive the Hall of Fame Award.



**AFAA Special Merit Award**

Jonathan Chen of Taipei Association of Advertising Agencies and Sarmad Ali of Jang Media Group were nominated to receive the AFAA Special Awards.



**AdAsia Leadership Award**

Khawar M. Butt of Pakistan was nominated to receive AdAsia Leadership Award



**Hon. Life Member**

J. Matthews of Macomm Management Sdn Bhd from Malaysia was nominated for Hon. Life Member.



### **DigiAsia 2020 By Jonathan Chen**

#### **DigiAsia 2020**

Jonathan Chen of TAAA presented the DigiAsia 2020 program with a video presentation on the “Overview of DigiAsia 2018” event. The next DigiAsia 2020 event will be held on the 9th -11th April 2020 at Taipei Expo Park with partnership of Common Wealth magazine and the theme will be “Data Plus”.

It is projected to attract 25,000 visitors for the event with 250 exhibition booths including 100 startups companies.

Attendance to DigiAsia 2020 will be charged a fees of US\$ 300 for AFAA members and for Non AFAA members will be US\$500.





### **AdAsia Macao 2021 By Angela Ng**

Ms. Angela Ng, the Secretary General of Macao AdAsia presented the AdAsia Macao with theme of FUTURETOPIA: A Journey of Creativity.

She highlights on Macao's strength like Creative Tourism, Cultural Assets, Govt Incentives for Corporate events funding , Study tours and Exchange program.

#### **Work in Progress**

AdAsia Macao was promoted in MII event in Jun 2019, participated in AdStars @ Busan, Korea and taken a booth at Lahore's AdAsia event.



### AdAsia 2023 Bidding by Nack Hoi Kim

Korea Federation of Advertising Association submitted their bid to host AdAsia 2023. Nack Hoi Kim, Chairman of KFAA presented his video presentation and request AFAA members to support his bid. After the Video presentation, a secret voting was taken by AFAA members presented at GBM. The Secretary announced the result of the voting for AdAsia 2023.

The AFAA Chairman, Raymond So declared that Korea Federation of Advertising Association have been selected to host AdAsia 2023 in Seoul, Korea and requested Korea Federation of Advertising Association to do the presentation at Lahore’s AdAsia event on the 5th Dec 2019.

### List of Locations hosted AdAsia Event

Country	Year-Hosted			
Japan	1958	1960	1993	
Philippines	1962	1978	1997	
Hong Kong SAR	1964			
Chinese Taipei	1966	2001	2015	
Malaysia	1968	1990	2009	
India	1970	1982	2003	2011
Thailand	1972	1986	1999	
Indonesia	1974	1995	2017	
Australia	1976			
Singapore	1980	2005		
Korea	1984	2007	2023	
Pakistan	1989	2019		
Vietnam	2013			
Macao SAR	2021			



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