

WFA hosts Global Advertiser Week in Beijing

BEIJING, CHINA: The World Federation of Advertisers has kicked off its Global Advertiser Week in Beijing for the first time in its 58-year history in association with its Chinese member, the China Association of National Advertisers. More than 150 participants from over 30 countries will attend the week's meetings.



The showcase event, the Global Advertiser Conference, to be held tomorrow, Wednesday 13 April 2011, expects to attract more than 500 local delegates.

The Conference will address issues affecting brands both globally and in China. [Leading names from the global marketing industry](#) will tackle issues, such as marketer challenges and priorities in China as its economy shifts from being export-led to one that is consumer-driven, how brands should and shouldn't behave in the digital world and how to innovate in ways that engage, rather than alienate, consumers.

WFA will also launch two major pieces of research. It has teamed up with Forbes Insights to unveil "Marketing to the New Chinese Consumer," based on an exclusive survey of more than 300 senior executives based in China who work for global or Chinese consumer companies and who are responsible for creating, managing or executing their companies' local marketing strategies. In collaboration with Firefly Millward Brown, it will also be unveiling Project Reconnect, which presents how consumers around the world think brands should behave, particularly online.



Coinciding with the conference, the WFA announces the launch of the first joint China advertising self-regulation code. Adopted by the China Association of National Advertisers (CANA), the China Advertising Association and the China Advertising Association of Commerce, this marks the first set of ethical standards for the entire marketing industry in China.

Demonstrating a commitment to police itself

With China set to overtake Germany as the world's third-biggest ad market¹ and its ongoing shift to a consumption-led economy, the launch of the China self-regulation code demonstrates the industry's commitment to high ethical standards in advertising at a critical time.

Reflecting established global best practices, the code complements and reinforces applicable laws by placing a greater responsibility on industry to police itself. The code was jointly developed by the three leading Chinese ad industry associations in close consultation with the WFA as well as multinational and Chinese companies.

The code demands that all brand communications be legal, decent, honest and truthful, that brands apply established principles of fair competition and recognize the special care required in marketing to children and young people. It also includes rules applying to advertising for medicines, health products, food and cosmetics.

Setting basic rules for alcohol advertisement

For the first time in China, the code sets basic rules for the marketing of alcoholic beverages. Notably, it establishes that alcohol marketing communications should not undermine the promotion of responsible drinking, and should not be aimed at, or portray, minors or pregnant women. The adoption of these rules has been championed by leading global alcohol beverage producers as part of their commitment to responsible marketing communications under the [Global Actions on Harmful Drinking](#).

Said Stephan Loerke, WFA managing director; "I congratulate the Chinese marketing industry on this important step. In a

successful consumer-led economy, trust in brand communications is critical. This code is a significant first step towards establishing effective advertising standards in China."

CANA executive director, Duan Ruichan said; "Brands are built on trust and this is a good first step in the right direction towards helping to building greater consumer trust. We look forward to working collaboratively with the broader Chinese marketing industry in establishing the processes which will implement and enforce these new standards."

Full details of the conference can be found at www.wfanet.org and for more information about the event contact Alastair Ray +44 (0)1600 713 987 or +44 (0)7941 428 243, or email Alastair@raymedia.biz, or Will Gilroy in Beijing +32 499 20 32 20

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