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IAS launch advertising and marketing congress APPIES 2010 in Singapore

by Marie Green 21-Apr-10, 11:13

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SINGAPORE - The Institute of Advertising Singapore (IAS) will launch APPIES 2010, a marketing and advertising congress in Asia-Pacific for marketers, advertisers, decision makers, practitioners and business owners, on 3 and 4 June in Singapore this year.

The event is expected to draw up to 1,000 delegates from around the region. Organisers hope to develop the congress into a Cannes-equivalent as they aim to focus on education to ensure the industry grows organically and address the growth spurred by China and India over the last year.

"The event will prove to be a melting pot of ideas and a launch pad for new ones as the industry adapts and evolves to meet the sophistication of the target markets and the cultural, religious and language diversity that prevails in Asia Pacific", adds Patrick Mowe, IAS advisor.

The congress will be led by a panel of representatives from international brands, including Goh Shu Fen from R3 Asia Pacific, Huang Cheng Eng from Singapore Airlines, Dee Dutta from Visa Worldwide, Ken Low Oon Kean from Singapore Tourism Board, Shakir Moin from Coca-Cola Pacific, Francesco Lagutaine from Citigroup and Rajev Shukla from Unilever.

The APPIES will culminate in an award ceremony for the top marketing campaign for which the entries are presented live in front of the judging panel in an unique format including a four minute video clip followed by a six minute verbal presentation and a 10 minute questions and answers session involving the entire audience.

The categories are food and beverage, non-food FMCG, consumer durables, consumer services, business services and pro-bono/ government/ cultural.

"[The APPIES] is a fast-track for all business owners looking for inspiration and ideas", says chairman of the advisory council, Goh Shu Fen, at R3 Asia Pacific.

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Spikes Asia 2010 to be held at Suntec Singapore from 19 to 22 September

Akira Kagami and Jon Wilkins confirmed as Spikes Asia 2010 jury heads

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HK4As awarded three gold EFFIES in Hong Kong last night

Media announces AME Festival shortlist

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