

24 March 2011

***Inaugural Online Information Exhibition And Conference  
Confirms Its Position  
As The Definitive Asia-Pacific Information Industry Event***

HONG KONG – The two-day exhibition of over 75 information industry suppliers showcased the very latest Business & Financial Information, STM (Scientific, Technical and Medical) Information, ePublishing Solutions, Knowledge & Content Management and Library Systems to hundreds of highly qualified attendees.

The two-day event commenced with an opening ceremony hosted by Andy Mather, the Group Head of Exhibitions, Incisive Media and officiated by Stephen Mak, Government Chief Information Officer, HKSAR Government.

Speaking at the opening ceremony, Mr. Mather said, “Inheriting the 30-year success of the Online Information event held in London, we are proud to have made a big impact with our Asian debut in Hong Kong.”

“Information is the lifeblood of modern business and equipping busy professionals with the latest tools to find and retrieve it is vital in keeping ahead of the competition. The event has been tremendously successful in London and there is every reason to believe that similar success can be duplicated in Asia with its fast growing economies and rapidly evolving service sectors,” he said. “Based on what we have seen, we look forward to many great years of Online Information Asia-Pacific ahead.”

Visitors enjoyed the unique opportunity to source the full spectrum of tools and technologies, meet leading suppliers and explore the most advanced innovations.

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With more suppliers showcasing their products targeting China and the pan-Asian business environment, the free exhibition this year had a particularly wide appeal. Among

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all the booths, the Sinotrust stand enjoyed some of the biggest crowds with its online tools for understanding the Chinese market. Legal professionals gathered at the Thomson Reuters (Sweet & Maxwell) stand to view the customised online content at the Westlaw Online database.

The free seminars were also exceptionally well attended. The emerging ePublishing business and digital content usage seminar sessions including “Innovation in eBook Technology” presented by Alison Morin, VP Business Development- Australasia, EBL and “Developing Your First iPhone App” presented by Dave Anderson, CTO, eGloo Technologies Pty Limited were particularly popular.

Another programme highlight was the two-day conference running alongside the free exhibition and seminars. The conference focused on topics including “Information Strategy And The Impact Of New Technologies” and “Leadership And Capabilities For Information And Knowledge Workers” which was hosted by industry experts from around the world. Comprising keynotes, innovative case studies, interactive sessions and technology reviews, delegates commented that it was an informative and focused conference covering all the latest trends and technologies.

For more information and full details of the event visit [www.online-information.asia](http://www.online-information.asia)

### **About Incisive Media**

Incisive Media is a specialist business information provider, based in the UK with offices in Hong Kong, Mainland China, Singapore, India and North America.

The company’s activities are currently built around ten core industry sectors including: mortgages; marketing; professional services; private equity; IT and photography. Information is provided via a wide range of channels – in print, in person and online. Incisive Media’s Information Portfolio includes the Online Information Exhibition and Conference which has been running for over 30 years in London [www.online-information.co.uk](http://www.online-information.co.uk)

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