

Press Information



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TNS ASIA PACIFIC CONTRIBUTE TO WORLD DEBATE ON BRANDING

Global Brand Forum, Singapore 2004

Leading global market information company, TNS has confirmed its participation in, and sponsorship of one of the world's largest international branding and leadership conferences being held in Singapore. Promising to stimulate a rich and thought-provoking discussion on leadership issues facing some of the world's largest brands and companies, the Global Brand Forum, on August 16 and 17, will see TNS bring Jan Hofmeyr, the creator of the company's renowned psychological consumer behaviour analysis tool The Conversion Model™ join a line up iconic leaders and bring insight into what it takes to build a great brand.

“This is a significant opportunity for us,” said James Hall, TNS Asia Pacific Managing Director. “This is more than a sponsorship, this is an alignment between business leaders dedicated to the advancement and future of organisations and brands. And as a core source of the critical insight required to affect positive change in business, it is only fitting that TNS be associated with this event.”

“TNS has added a valuable dimension to the Global Brand Forum. We cannot over estimate the value that Jan Hofmeyr brings to the event. Delegates will most certainly find this session a rich and enlightening experience. We wish to thank TNS for its generous support,” says Karthik Siva.

Expected to draw more than 800 regional CEO and director level executives, the Global Brand Forum 2004 will offer delegates the opportunity to listen to and converse with Rudy Giuliani KBE, ex-Mayor of New York City, Francis Ford Coppola, Oscar-winning Film Director and Chew Choon Seng, CEO – Singapore Airlines amongst others.

Themed “Redefining Leadership in Brands & Business”, the Global Brand Forum 2004 will be held on the 16 & 17 of August at the Raffles City Convention Centre in Singapore. TNS will be represented at the conference by a regional team including Sector and Business Solutions experts, as well as country leaders.

In addition to Hofmeyr’s presentation, TNS will further participate in the Forum through the collation of post forum feedback, the findings of which will be fed forward into the planning and development of the Global Brand Forum 2005.

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NOTES TO EDITORS:

About TNS

TNS is a leading global provider of market information. We collect, analyse and interpret information to help our clients better understand the needs and wants of their customers. We provide research, advice and insight on market segmentation, advertising and communications, new product development, brand performance and stakeholder management. We are also one of the leading providers of social and political polling.

From our global network, which spans 70 countries, we provide local expertise and knowledge, together with internationally consistent information and analysis to multi-national organisations.

TNS is listed on the London Stock Exchange (TNN). Further information can be found on www.tns-global.com.

About Global Brand Forum

Global Brand Forum is the world’s premier forum for debate, ideas and action in the areas of brands, business and leadership. It brings together the world’s most inspirational and influential leaders to discuss issues, exchange ideas and develop a vision for the future. With the aim to change perspectives and raise standards among business, government and community leaders Global Brand Forum provides participants exposure to and interaction with icon speakers from diverse backgrounds who have redefined business and changed the world.

Headquartered in Singapore the Global Brand Forum is marketed in 10 countries across the Asia-Pacific region.

For more information, please visit www.globalbrandforum.org