



PRESS RELEASE

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AFP AND IPSOS TO POLL OPINIONS IN ASIA

AGENCE FRANCE-PRESSE (AFP) AND IPSOS, THE GLOBAL RESEARCH ORGANIZATION, ARE TEAMING UP TO POLL OPINIONS IN ASIA ON A RANGE OF ISSUES.

AFP regional director for the Asia-Pacific Gilles Campion said Thursday that under an agreement signed by the two organisations in Hong Kong AFP would set the parameters for studies on Asian attitudes, lifestyles, behavior and other issues which the Paris-based company would research.

"AFP will publish the findings for the benefit of our clients. The arrangement is part of our overall strategy to add value and variety to our wire," he said.

IPSOS Managing Director for Hong Kong, Darlene Lee, said the agreement marries two organizations with global views and a shared commitment to discovering relevant behavioral, consumer and other trends.

"We are delighted with this agreement and look forward to working with AFP." she said.

IPSOS, founded in 1975 provides clients with studies to help them understand and frame effective policies, programs, communications strategies, and marketing initiatives.

About AFP

AFP is a global news agency delivering fast, accurate, in-depth coverage of the events shaping our world from wars and conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology. With 2,260 journalists spread across almost every country, AFP covers the world 24 hours a day in six languages. AFP delivers the news in video, text, photos, multimedia and graphics to a wide range of customers including newspapers and magazines, radio and TV channels, web sites and portals, mobile operators, corporate clients as well as public institutions.

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