



## Press information

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## TNS scoops award for contribution to Chinese economy

**1 July 2008, London** – Jim Sailor, Managing Director of TNS Greater China, has been awarded a prestigious accolade for his contribution to the development of China’s economy at this year’s “Top Ten Economic Talents Awards” in Beijing.

Jointly organised by the Beijing Cultural Development Research Institute and leading Chinese broadcast and print media groups, the annual award ceremony recognises those who have made outstanding contributions to China’s economic development. Judged on their contribution, level of innovation and social influence, the winners were elected after several rounds of evaluation by the nomination committee, newspapers and online voting.

TNS was the only UK-based business to win an award at the ceremony, with Jim being the sole researcher to receive a nomination. The judging panel said: “TNS has been operating in China for 16 years, and has been committed to providing clients with value-added information and industry insight. Now under leadership from Jim Sailor, TNS continues to make extraordinary contributions by introducing objective and effective market research to China – becoming a powerful trailblazer of a new type of economic strength.”

Accepting the award, Jim said: “While it is a great honour for me to win this award, it actually comes as recognition of the achievements for all of TNS China. We will continue building on our successes in this country and look forward to continuing to be an integral part of one of the fastest growing global economies.”

The award comes just days before the release of TNS’ China Source Book, a unique collection of articles written by TNS’ China experts to support business and media focusing on China. Topics cover the influence of the Beijing Olympics on media consumption and advertising, the effect global brands are having on the retail landscape and the increasing influence of the internet on Chinese consumers.

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## **About TNS China**

In business since 1992, TNS is one of the first international market research agencies to start operations in China. In recent years, TNS has grown substantially and established itself as one of the most successful and reputed market research and consulting agencies in China, with over 150 professional researchers and more than 300 employees in three full service offices in Beijing, Shanghai, and Guangzhou. TNS China focuses on the Automotive, Consumer, Finance, Healthcare and Technology sectors.

## **About TNS**

TNS is a global market information and insight group.

Its strategic goal is to be recognised as the global leader in delivering value-added information and insights that help its clients make more effective business decisions.

TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improves understanding of consumer behaviour.

TNS is the world's leading provider of customised services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management, Retail & Shopper and Customer Intelligence. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

**TNS is the sixth sense of business™.**

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