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ASATSU-DK INC.

## **ADK Launches Cooperation with China Electronics Chamber of Commerce regarding ADK's TV Shopping Business**

ASATSU-DK INC. (ADK; head office: Chuo Ward, Tokyo; Yoji Shimizu, President & Group CEO) was pleased to announce that ADK and China Electronics Chamber of Commerce, a subordinate organization of the Ministry of Industry and Information Technology of the People's Republic of China that serves the role of coordinator between the government and mail-order industry of China, have reached an agreement with to launch cooperation in the areas of informational support, exchange of human-resources, etc. for the purpose of further popularization and expansion of TV shopping business in China.

ADK has a proven track record and an extensive know-how in supporting clients' mail-order businesses in Japan, and intends to actively expand its business in China in the future. China Electronics Chamber of Commerce, on the other hand, is an organization, whose purpose is to popularize and develop sound mail-order industry in China, which is why ADK made the decision to enter into cooperation with the organization.

As the first joint undertaking by ADK and the China Electronics Chamber of Commerce, we have started probing into possibilities of establishing together with a number of TV shopping companies officially licensed by the State Administration of Radio Film and Television a program named "Japan channel (tentative name)", which shall specialize in introducing Japanese products to the viewers in the country.

ADK was one of the first Japanese advertising companies to make inroads into China and has been offered reliable support to its clients ever since. This new measure shall be yet another important step in the endeavor to help Japanese companies entering Chinese market reach success in the area of mail-order.

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