

AWARDS & ACCOLADES

SCMP Scoops prizes Asia Media Awards

The *South China Morning Post* received three prizes at the 6th Asia Media Awards ceremony in recognition of its high standards of publishing and creativity in the industry. In addition to the string of fifteen industry accolades that the paper received earlier this year, SCMP was honored with the Bronze Award in the 'Best in Newspaper Design' category (circulation over 100,000 copies), and two prizes in the 'Best in Photojournalism category,' including the Silver Award in 'Feature Photography' and the Bronze Award in 'News Photography' in the highly-prestigious competition organized by IFRA Asia.

"From reporting and photography to design and advertising, we are proud to rank among the world's best-known quality newspapers," says Amanda Turnbull, Marketing Director of SCMP. "This time, we are particularly encouraged that the judges selected the design of *South China Morning Post* and *Sunday Morning Post* against some

stiff competition. This is definitely a great endorsement for the exceptional work of our production teams who continuously seek ways to provide our readers with a more visual and user-friendly platform."

The other industry accolades that SCMP received in March 2007 include seven prizes at the Hong Kong Press Photographers Association Awards, seven prizes at the 11th Annual Human Rights Press Awards, and a first prize at the PANPA Newspaper Advertising Awards, recognizing the effective use of colour of the 'Boost Your Career' campaign in *Classified Post*.

While celebrating these remarkable results, Turnbull stressed, "The paper will keep evolving with the focus to

produce the best possible reading experience; these awards simply reinforce our ongoing commitment to deliver high-quality content."

www.scmp.com



China SME Award: Asialnspection



■ Sebastien Breteau, CEO of Asialnspection, accepts the China SME Award.



■ An Asialnspection quality control officer audits a product for a client.

Asialnspection, a quality control company performing product inspections and factory audits in Asia for more than 500 clients worldwide, has received the China SME

Award from Mme Lagarde, French Minister Delegate for Foreign Trade, in Shanghai.

In his acceptance speech at the gala of the French Chamber of Commerce in

China, CEO, Sebastien Breteau, stressed the key to his company's success laid on multiculturalism, the sharing of experiences beyond national borders.

The China SME Award panel of judges chose Asialnspection, which modeled on 'Your Eyes in the Factory,' for its innovation of commercial and industrial approach on the Chinese market, strong sales turnover, market shares progression and financial results, vision on future developments and prospective business and commitment in sustainable development in the country.

Founded in Shenzhen in 2002, Asialnspection has grown ten-fold since launching its online platform in 2003 and experienced triple-digit growth each year, earning trust of such companies as Carrefour, Somerfield or Philips. Today, it has a network of over 200 experienced inspectors capable of performing quality inspections and factory audits in any Asian factory within forty-eight hours and providing detailed reports within the same day of inspection. These inspectors performed in the last quarter of 2006 1,500 product inspections and are engaged in 'Production and Social Audits' each month.

www.asialnspection.com