

CMO Council and BPI Network to partner with Asia-Pacific business and technology report

SEOUL, SOUTH KOREA: Furthering their regional reach and access, the Chief Marketing Officer (CMO) Council and the Business Performance Innovation (BPI) Network will team with the *Asia-Pacific Business and Technology Report (APBTR)* to gain new content channels and syndication sources in the world's fastest growing and most influential regional market with more than four billion consumers.



With its headquarters in Seoul, the *APBTR* is the first Korea-based international business, technology and innovation magazine in English providing a special focus on emerging Asian markets, especially India, Korea, China and Southeast Asia.

The publication - with its companion web site and eNewsletter - is read by more than 60 000 business, government, and academic/thought leaders in over 27 countries. A multi-national editorial team, drawn from the US, Korea, China, and India, produces content that reflects a wide cross-cultural, geo-political and socio-economic dynamic. Magazines are sold at thousands of newsstands across the region and e-copies are distributed extensively through regional companies, hotels, airlines, universities, and membership associations.

"We are excited about the knowledge transfer benefits of our alignment with *APBTR*," noted Donovan Neale-May, the executive director of both the CMO Council and BPI Network. Neale-May is also an adjunct professor at Seoul National University in South Korea. His BPI Network runs the Global Renewable Energy and Environmental Network (GREEN) and has a special interest in clean technology innovations that can make a meaningful impact in sustainability, carbon footprint reduction and energy self-sufficiency in emerging nations.

Sharing thinking, ideas

The CMO Council involves more than 6000 senior strategic marketing decision makers in 100 countries controlling more than US\$200 billion (about R1400 billion) in annual marketing spend. The peer-powered thought leadership group produces numerous research reports and studies on critical aspects of strategic marketing. These include marketing supply chain management, customer experience, go-to-market proficiencies, customer insight and innovation, sales and marketing integration, data analytics and campaign measurement, as well as social media and digital channel engagement.

The BPI Network represents thousands of senior executives across all functional areas and lines of business. It is focused on driving transformation, process re-invention, organisational innovation, lean operation, and competitive adaptability in multi-national enterprises worldwide.

Members of this change-centred affinity network represent companies with combined annual revenues of more than US\$1 trillion (about R7 trillion). The aim is to share thinking and advance best practices in how enterprises can "transform to better perform" as they seek to tap more complex, cost-sensitive, growth markets with large, diverse and evolving consumer and infrastructure needs.

An emerging epicentre of economic activity

"With a combined GDP of more than US\$13 trillion (about R91 trillion), Asia-Pacific is emerging as the epicentre of economic activity in the world with countries like China, India and Korea in the forefront. In addition, the Association of Southeast Asian Nations is projected to be the biggest economic bloc in the region in the very near future," noted Dr. Lakhvinder Singh, chief business consultant at Asia Pacific Business and Technology report.

"We are keen to connect with business and marketing leaders in order to better interpret the dynamics of this region to the world especially North America and Europe. Our new association with the CMO Council and BPI Network will certainly further this," added Dr. Singh, who is also a senior fellow at the Institute of Far Eastern Studies and has more than 13 years' experience living in the region and helping foreign customers develop their business in Korea and Asia-Pacific basin. With more than 200 published papers and articles to his credit, Dr. Singh is a well known scholar and thought leader in the theatre.

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