

/ins press release assists mission to enter Chinese market

An example of a successful press campaign in China

Merivaara Oy commissioned a press release campaign in February 2010, aiming to reach the relevant target group and its decision makers before the Expo in April by releasing news about its new medical equipment. The press release /ins generated was published in 20 medical and official print media with an estimated readership of 240 000 professionals throughout the country.

China is one of the world's largest, fastest growing marketplaces, and companies that wish to expand and remain globally competitive continue to head that way. For most outsiders Chinese media is difficult to understand as there is a language gap, as well as great cultural differences. Thus, it is quite difficult to achieve results on the Chinese market, despite significant financial efforts.

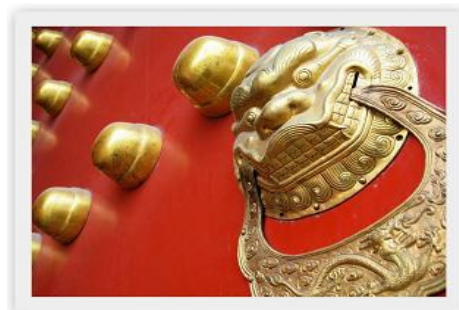
/ins, as a professional creator and distributor of press releases and campaigns, has been testing the Chinese trade press. Based on our knowledge of Chinese history, culture and the way how its media operates, we are able to offer our customers tailored assistance to reach the right target group in China via a press release or campaign. According to Helen Yao, our China expert, the demand for high-tech products is growing continuously.



"The result of the /ins campaign was a positive surprise."

-- Markku Aherto

Export director of Merivaara Oy



If you would like to produce and deliver your press release to the Chinese market through /ins, please contact:

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