

## Strategic PR Approach Key for Success of Overseas Bourses in China

**Beijing, 21 May 2007** - AC Capital Strategic Public Relations Managing Director, Alistair Nicholas, said today that foreign stock exchanges looking to capitalize on the opening of the Chinese market should take a strategic approach to PR here.

The China Securities Regulatory Commission announced yesterday that it would allow overseas stock exchanges to establish representative offices in China. The foreign bourses will be allowed to promote their organizations and conduct research from offices they establish on the mainland.

Overseas stock exchanges are going to find competition intense as a large number of foreign bourses will seek to attract listings from Chinese companies. In this environment it is going to be important to differentiate their offering; a strategic approach to public relations will prove critical to their success, Mr Nicholas said.

Mr Nicholas said that as an independent strategic public relations agency with international management systems and processes, AC Capital was well placed to provide foreign bourses with an understanding of the unique market conditions of China and assistance with promotion of their offering to domestic companies looking to list overseas.

**“... a strategic approach to public relations will prove critical to the ability of foreign bourses to differentiate their offering in an intensely competitive market environment...” - Alistair Nicholas.**

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### About Us:

**AC Capital Strategic Public Relations** ([www.accapitalpr.com](http://www.accapitalpr.com)) is a China-based public relations agency founded in 2003 in order to provide clients the unique combination of international experience and boutique agency focus and dedicated attention. AC Capital's clients include Global Fortune 500 companies and foreign government agencies operating in China. The company has offices in the key government and commercial cities of Beijing and Shanghai.

AC Capital is networked globally through partnership in the [Public Relations Organisation International](#), the world's largest partnership of independent PR firms by fee income. PROI's partners are either the leading or one of the top firms in their market.

