

For immediate release

Hong Kong Science & Technology Parks Corporation goes Upstream

Campaign to communicate HKSTP's role as a hub for innovation and technology

Hong Kong – September 11, 2006. Hong Kong Science & Technology Parks Corporation (HKSTP), the statutory body charged with leading the transformation of Hong Kong into Asia's hub for technology innovation, has appointed Asia Pacific regional corporate and marketing communications network Upstream Asia as its public relations firm.

Upstream's brief is to assist the organization to reinforce its position as a vibrant base for research and development in Asia and a hub for access to the resources, talent and markets of Mainland China.

Upstream was selected for the three-year assignment following a rigorous, two-month tender process among some of the region's top agencies. The appointment comes as HKSTP continues to increase public understanding of the role of technology and innovation in supporting economic growth for Hong Kong and the Pearl River Delta.

"The research and development services and facilities that HKSTP offers are key building blocks for sustained economic growth. With world-class facilities and people in one of the world's most connected cities, HKSTP is credibly positioned to be an innovation hub for the Pearl River Delta and beyond," said David Ketchum, Upstream Asia CEO. "Our job is to help international technology leaders, as well as individuals and businesses in Hong Kong understand the value HKSTP offers."

"Upstream's insights and perspectives on communications with both the technology community worldwide and local stakeholders were key to the win," continued Ketchum.

"Upstream presented a team with experience in Hong Kong, Asia, Europe and North

America, as well as the depth of talent needed to handle multiple projects simultaneously.”

About Hong Kong Science and Technology Parks Corporation

Hong Kong Science and Technology Parks Corporation (HKSTP) is a statutory body set up by the Government of the Hong Kong Special Administrative Region.

HKSTP provides innovative and technology driven infrastructure and support facilities which includes market focused clustered laboratory services enabling Hong Kong industries and services to be more competitive; full-service incubation programme for technology start-ups; and foster partnerships and collaboration between industry and universities/applied research institutes through consulting, training and research programmes. HKSTP offers advanced facilities and support services for high technology companies that include an IC Design Centre, IC Development Support Centre, IP Servicing Centre, Material Analysis Lab, and a Photonics Development Support Centre.

More information about HKSTP is available at www.hkstp.org.

About Upstream

Founded in 2000, Upstream has offices in Beijing, Hong Kong, Shanghai, Singapore, Sydney, Taipei and Tokyo, as well as regional and global affiliates. Key practice areas include technology, corporate & financial, and consumer & travel.

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