

UNICEPTA China on the road to success 130% revenue growth last business year

Shanghai / Cologne - UNICEPTA Information Consulting (China) Ltd. can look back on 2014 as a successful business year. With revenues rising by over 130% and the number of staff doubling to 20 media experts, the wholly owned UNICEPTA subsidiary is already generating profits just two years after it was founded.

By establishing its office in Shanghai in 2012, the UNICEPTA competence center professionally covers the Asia-Pacific markets. Highly trained employees research, pick out and analyze media reporting in a wide range of languages, including Chinese, Cantonese, English, Korean, Japanese and Vietnamese. In addition to media monitoring and media analysis, UNICEPTA China also offers communication consulting and research services. "Our "German" reliability and the high quality of our products are highly valued by our customers. As a result, we are able to set benchmarks and clearly stand out compared to the numerous local agencies and media service providers," says Evelyn Engesser, General Manager of UNICEPTA Information Consulting, explaining the factors behind the company's success.

Asian media markets becoming increasingly important

Insights concerning economic developments and sociopolitical sentiment in Asia are of growing importance to international companies. Strategic decisions regarding sales markets and production sites require a clear picture of the local media situation. Internationally active firms such as BASF, Siemens, Voith and Bugatti have been putting their faith in UNICEPTA's expertise in Asia since last year. However, UNICEPTA China is also pleased to have new local customers, with the Chinese and Asian units of Bayer, ThyssenKrupp, Henkel and Continental banking on the media monitoring and media analysis services of UNICEPTA Information Consulting China. "We are delighted with the development of our operations in China. The service provided by our Asian teams is now an integral part of our services and is a requirement set out by numerous customers," says Georg Stahl, Managing Partner at UNICEPTA, commenting on the success of the company's strategic realignment.

About UNICEPTA

UNICEPTA is a leading global provider for monitoring, media analysis, research competence and communication consulting services. Around 550 specialists in Cologne, Berlin, Stuttgart, Shanghai, Krakow and Washington, D.C., structure the newsflow 24/7. UNICEPTA compiles and presents highly relevant information from print and online media, TV, radio and social media sources at short notice. This day-to-day work serves as a platform for the company to provide analysis and research-based advice for issues related to strategic communication.

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