TNS Scoops Award For Contribution To Chinese Economy

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3rd July 2008, Hong Kong â€“ Jim Sailor, Managing Director of TNS Greater China, has been awarded a prestigious accolade for his contribution to the development of Chinaâ€™s market research industry at this yearâ€™s â€œTop Ten Econom Talents Awardsâ€• in Beijing.

Jointly organised by the Beijing Cultural Development Research Institute and leading Chinese broadcast and print media groups, the annual award ceremony recognises those who have made outstanding contributions to Chinaâ€™s economic development.Â Judged on their contribution, level of innovation and social influence, the winners were elected after several rounds of evaluation by the nomination committee, newspapers and online voting.

TNS was the only UK-based business to win an award at the ceremony, with Jim being the sole researcher to receive a nomination. The judging panel said: â€œTNS has been operating in China for 16 years, and has been committed to providing clients with value-added information and industry insight.Â Now under leadership from Jim Sailor, TNS continues to make extraordinary contributions by introducing objective and effective market research to China â€“ becoming a powerful trailblazer of a new type of economic strength.â€•

Accepting the award, Jim said: â€œWhile it is a great honour for me to win this award, it actually comes as recognition of the achievements for all of TNS China.Â We hope to building on our, and the wider market research industryâ€™s, successes in this country and look forward to continuing to be an integral part of one of the fastest growing global economies.â€•

The award comes just days before the release of TNSâ€™ China Source Book, a unique collection of articles written by TNSâ€™ China experts to support business and media focusing on China.Â Topics cover the influence of the Beijing Olympics on media consumption and advertising, the effect global brands are having on the retail landscape and the increasing influence of the internet on Chinese consumers.