



“Hong Kong is a free-market economy and the city is already an international media hub.”

**Sadaharu Shimizu, Managing Director
Nikkei China (Hong Kong) Ltd**

New Hong Kong Editorial Team for the Nikkei Asian Review

Nikkei Asian Review won three SOPA awards in 2015

Nikkei Inc is Japan's leading media group for business, with newspaper publishing at its core. It publishes *The Nikkei* (Nihon Keizai Shimbun), one of the largest business newspapers both globally and in Japan, with about three million subscribers. In September 2013, Nikkei set up an editorial team in Hong Kong for its new English-language multiplatform publication, *Nikkei Asian Review* (NAR). The NAR bureau is located in the same office as Nikkei's newspaper and wire service bureaus and Nikkei China (Hong Kong) Ltd, which is a separate entity overseeing Nikkei's Greater China publishing business.

“We would like to gain the trust not only of readers in Japan, but also international readers, so we chose to set up an NAR editorial team here,” Sadaharu Shimizu, Managing Director, Nikkei China (Hong Kong) Ltd, said. “Hong Kong is a free-market economy, where almost every person speaks English. Many international journalists are based here, because the city is already an international media hub with lots of global media.”

With the increasing importance of Asian markets, *Nikkei Asian Review's* goal is to boost understanding of the region and dismantle stereotypes about its people, businesses and nations.

As Nikkei cannot print its paper in Mainland China, the newspaper is printed in Hong Kong and delivered to the Mainland.

Insights about Asia from the Inside Out

“Asia, as a whole, is underrepresented in the international news media because the region lacks a home-grown service with global reach. No news outlets concentrate primarily on covering issues and events across Asia. Nikkei is the only Asia-based business news organisation with bureaus and correspondents

in every major city. It decided to rise to the challenges itself,” Shimizu said.

Zach Coleman, the deputy editor of NAR, works with several journalists in the news bureau, along with many other contributors and journalists. “The number of reporters in Asia outside Japan has doubled over the past year,” Coleman said.

The editorial team is working on a project called ASEAN 100, which covers leading businesses in the member countries of ASEAN. The list includes 122 companies. The service recently expanded with the launch of India 40 and coverage will be extended, under the wider label “Asia 300”, to Hong Kong, Mainland China and South Korea later this year.

InvestHK's Creative Industries team invited Nikkei to the Society of Publishers in Asia (SOPA) gala dinner on 10 June 2015. NAR won three prizes at the SOPA 2015 Awards for Editorial Excellence. It will enlarge its subscriber base with a long-term target of 100,000 paid subscribers, according to Nikkei.

Nikkei Asian Review

- Launched in November 2013
- The only Asia-focused, English-language finance and business weekly with print, online and mobile editions

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