

**NEWS RELEASE****FOR IMMEDIATE RELEASE****September 24, 2009**

**Dentsu and the Ministry of Education of  
the People's Republic of China to Jointly Host  
the 4th Advertising Education Seminars with the  
Participation of 500 Advertising Faculty Members and  
Students from Throughout China**

*-Certificate of Appreciation from the Chinese Ministry of Education for*

*Dentsu's Advertising Education and Human Resources Training Support Activities-*

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and the Ministry of Education of the People's Republic of China announced today that they will jointly host the 4th Advertising Education Seminars at Xiamen University (Fujian, China) with the support of the China Scholarship Council from September 24 to 26, introducing advertising theories and the latest industry trends to 500 advertising faculty members and students throughout China.

Furthermore, at the opening ceremony of the seminar held on September 24, Dentsu was presented with a certificate of appreciation by the Chinese Ministry of Education for its support of advertising education in China.

The Dentsu Japan-China Project was launched in 1996 together with the Chinese Ministry of Education to commemorate the 95th anniversary of Dentsu's founding and with the aim of deepening mutual relations between Japan and China by contributing to human resources development in the Chinese advertising industry through cooperation with advertising education at Chinese universities. Since its launch, Dentsu employees have held courses on advertising at Chinese universities and Dentsu has also invited Chinese advertising instructors to study at the Dentsu Head Office, studies which include participating in marketing seminars and undertaking university research projects. In 2005, the Dentsu-China Advertising Study Project Fund (see

Note 1) was launched, and as part of its activities to advance university advertising education, a series of seminars for instructors from throughout China focusing on the latest advertising theories and industry trends was offered, the first at the Communication University of China (2006, Beijing), the second at Northeast Normal University (Changchun) and Shenzhen University (2007, Shenzhen), and the third at Nanjing Normal University (2008, Nanjing).

A total of 584 universities and more than 1,000 people have participated in the seminars thus far, making them some of the largest university faculty seminars held in China and the platform for international academic exchange in the world of Chinese advertising education.

This year, the 4th Advertising Education Seminars are being held from September 24 to 26 at Xiamen University (Fujian, China), and at the opening ceremony of the seminar held on September 24, Dentsu was presented with a certificate of appreciation for its many years of global social contributions including generous cooperation and support in sharing both the latest theories and practical experiences in the field of advertising communication, developing many high-level human resources, and greatly raising the level of advertising education in China. This followed Dentsu's award for contributing to Chinese advertising education in 2006 (see Note 2).

### **Overview of the Program**

Title:	4 <sup>th</sup> Advertising Education Seminars
Organizers:	Ministry of Education of the People's Republic of China, Dentsu
Run by:	Xiamen University with the cooperation of the China Scholarship Council
Target:	Advertising instructors from throughout China
Participants:	500
Date:	Thursday, September 24 to Saturday, September 26, 2009
Venue:	Xiamen University, Xiamen, Fujian Province

**Note 1: Dentsu-China Advertising Study Project Fund**

Project to support the advertising departments of universities throughout China through activities that meet the emergent needs of advertising education at Chinese universities.

**Note 2: Award for Contributions to Chinese Advertising Education**

Dentsu was presented with this award in 2006 for its 10 years of continued successful support, making this the first occasion on which a Japanese company had received an award from the Chinese Ministry of Education.

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