



Dear friends,

In an era of technological revolution and its strong impact on advertising and marketing, the Asian Federation of Advertising Associations (AFAA) decided to add another exciting forum to its already existing signature event AdAsia, shifting the focus on digital development and its impact on advertising, the DigiAsia. It marks an important step for AFAA to focus on the digital revolution and its impact on the advertising industry in the region.

As a member of AFAA, Taipei Association of Advertising Agencies (TAAA) takes great pleasure to host the first DigiAsia in 2014. Under the Congress theme "Digi beyond Imagination", the conference will focus on consumer insights, storytelling capabilities and digital life experience.

In an era of new media, the effective implementation of marketing and the creative use of technological applications are closely connected. DigiAsia becomes Asia's platform for digital startups to showcase creative digital solutions, giving each country's most successful startup firms a platform to network among each other, search for partners, and develop business opportunities.

This biennially held conference will not only attract international attention, but also create a platform for international talent networking. From November 11 to 14, DigiAsia will be held in Taipei, welcoming marketing experts, advertising professionals, digital and creative experts to join this exciting event.

I sincerely look forward to welcoming industry friends and colleagues from your country in Taipei on 11~14th November 2014! Here I urge you to help promote DigiAsia and organize the delegation from your country.

Please visit <http://digiasia.org/> and attached brochure to keep up to date with all the DigiAsia information. If you require any further information please do not hesitate to contact E-mail: digiasia.tw@gmail.com

Sincerely yours,

Michael Hsu
Chairman

Taipei Association of Advertising Agencies & the Organizing Committee of DigiAsia2014