

## June I - 2012 ISSUE

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### Late Breaking News:

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- BIG Data: HG Data Laboratory
- BIIA at the Kuala Lumpur APEC Conference on Financial System Building and Financial Inclusion
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### ***BIIA welcomes Schufa Holding AG, Germany as a new member***

**SCHUFA Holding AG** is the leading information and service partner for the German credit-granting industry.

## LATE BREAKING NEWS

### BIIA and EASDP Joint Session at Toledo, Spain Conference September 20<sup>th</sup> 2012



BIIA members are welcome to join BIIA experts and management in attending the annual congress of the European Association of Search and Database Publishing (EASDP). The EASDP congress is the biggest event in Europe dedicated to the people and the business of the database, search and directory publishing industry. [For further information on the EASDP Event click on the link](#)

***EASDP and BIIA will partner in a special session on Thursday September 20th at 14:45 on the topic of: 'The State of Business Information and the Implications of the BIG Data Phenomena'.***

As the business information industry emerges from a significant downturn during the credit crunch 'green shoots' of recovery are evident. There are newcomers to the industry who are taking an entirely different approach to market definition and there is BIG Data which is being heralded already as the next frontier for innovation, competition and productivity. Big Data is identified as a critical factor in strategic thinking in our industry.

The panelists will discuss important aspects of how we should redefine business information and how to get new value out of 'Old Databases', especially extracting value from semi/unstructured data. The role of analytics and workflow and what technologies are available and whether they are mutually exclusive will be discussed:

- Gehan Talwate, Investor & Former CEO of Ascend Aerospace Information.
- Phil Cotter, Consultant, Member of the board of directors of BISNODE – Former Managing Director of Experian UK & Ireland.
- Jim Stock, Director Central Europe of MarkLogic Corporation.

Moderated by Joachim C Bartels – Managing Director of BIIA

***A discount for BIIA members will apply. BIIA members who are interested in attending should book via [biainfo@bii.com](mailto:biainfo@bii.com)***

***A letter of invitation by the President of EASDP was mailed to members with the Newsletter Announcement***

### BIG Data: HG Data Tracks the Relationships Between Businesses Themselves

***At HG Data's lab in California, data scientists are pioneering new ways to procure, extract and apply data.***

HG Data offers up to millions of individual contact records with full details on installed technology at their locations. All you have to do is tell us the slice of data you want. In the words of its Founder & CEO, Craig Harris, "While LinkedIn tracks the relationships between people in business, HG Data tracks the relationships between businesses themselves." Who sells to whom. Who buys what. Who resells. Who partners. All at your fingertips.

***Check more details on: <http://www.bii.com/big-data-hg-data-tracks-the-relationships-between-businesses-themselves>***

## LATE BREAKING NEWS

### BIIA at the Kuala Lumpur APEC Conference on Financial System Capacity Building and Financial Inclusion

*BIIA was invited to attend the meeting of the APEC Business Advisory Council (ABAC) on May 22<sup>nd</sup> 2012 in Kuala Lumpur, Malaysia and participated in discussions on Financial System Capacity Building: Financial Inclusion.*

Financial inclusion is a very important tool in creating employment and poverty reduction efforts. In the last decade microfinance institutions showed tremendous success in outreaching and serving poor. Millions of people with low income and micro businesses had a chance to improve their lives. However notwithstanding these efforts about 80% of households in the world are still excluded from formal financial services. Developing the outreach practices by improving their quality is a main direction of capacity development activities in the region. The work of APEC centers on topics of: (i) innovative approaches to promote financial literacy; (ii) information, credit bureaus and regulations; (iii) micro-finance regulations; (iv) consumer protection; and (v) facilitating cross-border microfinance.

In regard to financial inclusion for Micro, Small and Medium Size Enterprises (MSMEs) BIIA expressed, at the meeting, that significant impediments still exist which prevent access to credit for this segment:

1. **Trade credit** is the largest source for short term capital (potentially larger than unsecured loans from financial institutions). Trade credit however is dependent on accurate, reliable and timely credit information, which is not universally available. Therefore, APEC should include this important segment in their current scope of infrastructure building in addition to focusing on the financial services sector.
2. **Infrastructure constraints**, lack of regulatory frameworks, absence of mandatory and voluntary disclosure retard the process of building effective commercial credit information services. The inhibitors and potential solutions are outlined in the attached document.
3. **Negative attitudes** towards disclosure are the biggest inhibitor in providing accurate, reliable and timely credit information on Micro, Small & Medium Size enterprises. A concerted effort in creating public awareness, financial and information literacy, especially a broader based mandatory disclosure and compliance mechanisms will be necessary to overcome these impediments.

*To read the BIIA complete submission to the APEC Business Advisory Council (ABAC) discussions on financial inclusion please click on the link: [AA - APEC Advisory Group on Financial Inclusion KL](#)*

### Experian Acquires Conversen

**Experian** has acquired Conversen. The acquisition accelerates Experian Marketing Services' momentum in offering UK clients best-in-class cross-channel marketing products and services

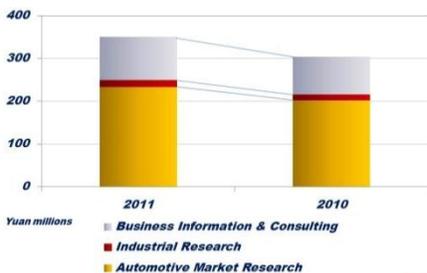
**Conversen** is a pioneer in developing interaction management technologies that enable marketers to create fully integrated, cross-channel conversations through mobile, Web, social, email and traditional channels. To encourage advocacy and deepen customer loyalty, marketers are quickly moving away from channel marketing and are focusing on implementing coordinated, personable and highly relevant data-driven conversations.

Source: [Experian UK](#)

## MEMBER NEWS

### Sinotrust Reports 15% Growth in 2011

**Sinotrust Revenues 2011**



Source: Sinotrust Press Release



Sinotrust, a leading automotive market research and business information company, released its 2011 results at a recent annual meeting which also coincided with Sinotrust's 19th anniversary.

Lei Lin, Co-President & Joint CEO of Sinotrust announced that Sinotrust's business revenue in the year 2011 topped 350 million Yuan (US\$55 million), which was an increase of 15 percent compared to the previous year. Sinotrust's automotive business continues to rank number one in terms of business scale, staff number and service types in the field of automotive market research. Revenues for this segment were 230 million Yuan (US\$37 million).

Mr. Lei Lin pointed out that it was an incredible achievement given the fact that China's whole automotive sales increased by a mere 2.9 percent in 2011. Sinotrust is now the leading company in automotive market research in China.

Sinotrust's industry research service achieved revenues of 16 million Yuan (US\$ 2.5 million). Profit contributed by the service also exceeded the set target, which further helped enhance Sinotrust's top position in the industrial research sector in China.

Revenues for Sinotrust's business information and consulting service reached approximately 100 million Yuan (US\$ 16 million). In the field of credit risk service, Sinotrust completed a comprehensive report revision and launched a browser-based report type. The company's newly-launched risk management software service "RiskManager" is also widely accepted by the customers. The credit risk solution service achieved a 20 percent increase in revenue compared to that of the previous year. For the B2B marketing service, Sinotrust has re-established a development strategy focusing on marketing information.

In concluding the "DNA" which contributes to Sinotrust's success, Mr. Lin commented, "advancing with times, being courageous for innovation and adopting a unique corporate culture of Sinotrust are all important for Sinotrust's success over the past 19 years." [To read the full story click on the link](#)

### Sinotrust Celebrated its 19th Anniversary with the Theme "Create Lasting Brilliance, Trust for the Future"



The evening of April 27, 2012 marked the grand event of Sinotrust's 2011 annual meeting and the company's 19th anniversary celebration. The event was attended by founders and leaders of Sinotrust, including its Co-President & Joint CEO Mr. Brook Zhang and Mr. Lei Lin, representatives from Experian China, a strategic partner for Sinotrust, as well as representatives from the Sinotrust Alumni. Along with the 600 staff of Sinotrust, all the participants got together to celebrate the 19th anniversary of the establishment of Sinotrust.

**Congratulations from BIIA members with the best wishes for a "Lasting Brilliance and Trust for the Future"**

## MEMBER NEWS

### Dun & Bradstreet and GlobalSoft Partner with Informatica to Power-Charge Customer Master Data

*D&B enters Master Data Management market with GlobalSoft and Informatica; businesses can now leverage timely customer data using D&B's Data-as-a-Service platform and global database, improving data accuracy, decision making*

GlobalSoft, a global software consultancy, and D&B have partnered to launch D&B360 for Informatica MDM. This marks the first time that D&B has used its Data-as-a-Service (DaaS) solution to integrate its unequaled database with an MDM solution, enabling companies to automatically update and streamline their data across the enterprise to increase productivity, reduce costs and maximize ROI.

D&B360 for Informatica MDM provides true data stewardship and entry-point integration, making it easier to address data consistency and quality issues. In addition, D&B360 for Informatica MDM automatically embeds the industry-standard D&B DUNS® Number and all related business data via the cloud, ensuring users have timely access to a current and complete source of data, enabling them to quickly synchronize information across other business systems.

*Informatica Master Data Management (MDM)* provides access to consolidated and reliable business-critical data—also known as master data—across the enterprise, empowering employees to effectively address business priorities. Leading firms in financial services, life sciences, manufacturing, healthcare, government, energy and many other industries rely on Informatica MDM to successfully drive key business imperatives. It empowers companies like yours to acquire and retain customers, increase operational efficiency, accelerate value from acquisitions, and make more informed decisions across the enterprise.

Source: [D&B Press Release](#)

### Equifax: BIG Data and Analytic Strategy

*Equifax is using Big Data to create new analytics products from 800 billion business and consumer records worldwide. Its CIO David Webb was quoted recently by [www.cio.com](http://www.cio.com).; 'We know more about you than you would care for us to know.'*

However Equifax is not alone in this game: Rivals Experian and TransUnion are also remaking themselves into analytics companies. "Decision analytics is the growth engine for these companies," says Elizabeth Mason, an analyst at Outsell, a company that studies the information industry. "Yet it's a shifting landscape. We don't know yet what the public's tolerance is for companies mining all of this data really well."

What has your editor to say about this: As before it is technology which will change the way we do business and BIG data combined with extreme analytics will be such a game changer. Many new products and concepts will follow, some of which will be seen by the public to be too intrusive. As a late reaction to public outcry, privacy advocates and regulators will step in.

[To read the full article click on this link](#)

## INDUSTRY NEWS

### FICO Banking Analytics Blog: Big Data Changes the Analytics Paradigm

Big Data is a hot topic today that stems back to the early days of high-performance computing and parallel computing. These days, Big Data tools facilitate the ease in applying these concepts. Much of the discussion around Big Data focuses on the size of data, but not as much on the fact that it's changing the analytics paradigm. That paradigm shift centers on analytics "living in the stream". Streaming analytics is no stranger to FICO, and one of the best examples is with its fraud detection solution, FICO® Falcon® Fraud Manager. Falcon models rely on transaction profiles that summarize data in the stream as it passes by, in order to compute the pertinent fraud feature variables without relying on the persistence of data in production.

Another major impact of Big Data is that analytics must reduce reliance on persistent data, and allow analytic models to adjust on the fly in the stream. To meet the need of an increasingly dynamic stream, FICO has focused research efforts on self-learning techniques such as adaptive analytics and self-calibrating analytics. FICO strongly believes these are critical technologies to supplement traditionally trained neural network fraud models, which rely on persistent data. Self-learning technologies may even eventually replace neural networks in some regions. *Source: FICO Banking Analytics Blog*

### FICO Acquires Entiera – Enters the Field of Customer Dialogue Management Solutions

*FICO announced acquisition of Entiera Inc., an innovative provider of customer dialogue management solutions.*

Will Lansing, CEO of FICO explained in a letter to FICO and Entiera's customer the strategic rationale for making this acquisition. Here is an excerpt of what he said: "Entiera's leading customer dialogue management solution help enterprises create, monitor, manage and analyze marketing campaigns in a SaaS environment. Entiera Insight is a best-in class solution deployed by many Fortune 500 customers. This solution offers several critical capabilities requested by FICO clients, including easy-to-use marketing campaign set-up, graphical reports, flexible data architecture, and APIs to integrate with an expanding number of customer touchpoints. By combining Entiera Insight with FICO's predictive analytics and strategic consulting, we can create a comprehensive solution built for the future of marketing. You will be able to design large scale campaigns around specific business objectives, such as improving margin or increasing loyalty, and apply optimization to determine what offers and messages to deliver to each customer to achieve defined objectives. And you'll be able to access this on a SaaS platform. In our opinion, no other product on the market comes close." *Source: FICO Announcements*

### Verisk Analytics Forms Verisk Crime Analytics Division

*Verisk Analytics, Inc.* announced the formation of Verisk Crime Analytics. The division reflects the company's recent growth in crime analytics as well as the market potential in this area.

As a result of recent product launches and acquisitions, Verisk now owns and operates national crime databases that provide services to the construction, retail, transportation, manufacturing, and insurance industries. Those databases also support law enforcement operations. The assets of Verisk Crime Analytics include national databases for mobile equipment, cargo theft, organized retail crime, and bank crime incidents. *Source: Reuters*

## INDUSTRY NEWS

### Yelp First Quarter 2012 Revenue Increases 66% - Announces Service Improvements

Revenue was \$27.4 million in the first quarter of 2012, reflecting 66% growth in revenue from the first quarter 2011. Cumulative reviews grew 59% to 27.6 million. Average monthly unique visitors grew 53% to 71.4 million\*. Active local business accounts grew 117% to 27,300

Net loss in the first quarter of 2012 was \$(9.8) million or \$(0.31) per share, compared to a net loss of \$(2.8) million, or \$(0.19) per share, in the first quarter of 2011. Adjusted EBITDA for the first quarter of 2012 was a loss of approximately \$1 million, compared to a loss of \$880,000 for the first quarter of 2011.

For the second quarter of 2012, revenue is expected to be in the range of \$29 million to \$31 million. Adjusted EBITDA is expected to be a loss in the range of \$(500,000) to \$(800,000). For the full year of 2012, revenue is expected to be in the range of \$128 to \$132 million, representing growth of 54% to 58% compared to the full year of 2011. Adjusted EBITDA is expected to be breakeven to slightly positive.

#### **Business Highlights:**

**New market expansion:** Yelp launched 11 new markets in the first quarter, including Antwerp, Brussels, Oklahoma City, Perth and Hampton Beach, increasing the total active markets worldwide to 82.

**Yelp Mobile:** Mobile apps were used on approximately 6.3 million unique mobile devices on a monthly average basis for the quarter. Yelp development team released a total of nine updates for Yelp's iPhone and Android apps in the first quarter. Enhancements to the user experience included new features such as the release of photo feedback, new search filters (filter by what's hot/new and by businesses with deals) and the ability to view business owner replies.

**Distribution partnerships:** Mercedes and Lexus integrated Yelp into their in-vehicle infotainment systems. Combined with Yelp's BMW partnership announced in December, these relationships underscore the value that Yelp content provides to consumers on the go. OEMs are now working quickly to ensure that Yelp reviews are within reach from the dashboard.

**Yelp for Business Owners:** Yelp introduced a new set of dashboard metrics to make Yelp's business owner accounts even more insightful. The most notable improvement is the integration of mobile metrics which enables a business owner to track how many people placed a call to a business, mapped directions, purchased a Yelp Deal and/or uploaded photos. **Yelp Deals:** Yelp Deals continues to grow. More than 25,000 businesses offered deals to their local community in the first quarter. **Source:** [Marketwatch.com](http://Marketwatch.com)

### CoreLogic: Appraisal Management Company (AMC) Shutting Down

Mortgage service provider CoreLogic is closing down its appraisal management company. The business, which now faces more regulatory scrutiny, is in ongoing litigation over appraisals performed for Washington Mutual Bank. The Santa Ana, Calif.-based company reported a \$67 million loss during 2011, about the same as its 2010 loss.

CoreLogic, which was divested from The First American Corp. in June 2010, said last August that its board was exploring several options to enhance shareholder value including cost-cutting initiatives, a capital structure evaluation and the possible repurchase of debt and common stock. **Source:** [Californiarealysite.com](http://Californiarealysite.com)

## INDUSTRY NEWS

### SEC Considers Case Against Egan-Jones Rating Agency

***An outspoken critic of major credit rating agencies ends up in the dock!*** It is a lesson for rating agency start-ups who thought to make hay when major rating agencies found themselves in the dock following the sub-prime credit crisis. The proverb, "Don't throw bricks when you live in a glass house", holds also true in this case.

According to Financial Times the SEC notified Mr. Egan about the possible charges through a Wells notice several months ago. People familiar with the case said the SEC is seeking to ban Mr. Egan and the firm from rating asset-backed securities and sovereign debt for two years. Mr. Egan runs one of the only credit rating agencies where investors, not borrowers, pay for ratings. He has been an outspoken critic of rating groups Moody's and Standard & Poor's, saying they face too much of a conflict of interest because groups seeking ratings also pay for them.

Source: [Financial Times](#)

### LexisNexis(R) Announces FraudPoint(R) Solutions

***LexisNexis(R) Risk Solutions*** announced the availability of FraudPoint(R) solutions to help lenders and financial service firms prevent fraud by analyzing and predicting behavioral patterns of fraudsters and other suspicious identities. Organizations using FraudPoint will benefit by being able to approve more applications for services while limiting exposure to fraud using advanced scoring methodologies and the industry's largest compilation of identity information.

***FraudPoint Score*** consists of three new and unique capabilities: three-digit 300-999 Fraud Score, superior fraud segmentation via Fraud Type Indices, and specific Fraud Warning Codes. They allow institutions and fraud investigators to more accurately detect and investigate fraud. In sample validations, FraudPoint Score has been found to identify up to 75 percent of fraudulent applications in less than six percent of a financial institution's new account originations. Source: [Zecco.com](#)

### Cognizant Cuts Full Year Outlook Reflecting Bleak Outlook for BPO Industry

Information technology services provider Cognizant Technology Solutions Corp lowered its forecast for the full year on low demand, echoing the bleak outlook given by most of its rivals. The company said it now expects adjusted earnings of \$3.62 per share on revenue of at least \$7.34 billion for 2012 - down from its previous forecast of \$3.69 per share in adjusted earnings on revenue of \$7.53 billion.

Indian rivals Wipro Ltd and Infosys Ltd forecast muted revenue growths last month, highlighting the turbulence software exporters face due to an uncertain global economy. However, India's top software services exporter, Tata Consultancy Services Ltd, said it expects to outperform the sector outlook - an indication that it is poised to gain at the expense of rival Infosys.

In January, market research firm Gartner cut its forecast for worldwide IT spending growth this year to 3.7 percent from 4.6 percent it estimated earlier, citing a faltering global economic growth, the euro zone crisis and the impact of Thailand's floods on hard-disk drive production.

Source: [The Asia Age](#)

## NEWS FROM CHINA

### Alibaba and Yahoo Agree on Buy-out Deal

Alibaba will buy back half of Yahoo's 40 per cent stake for a minimum of \$7.1bn, a figure pegged to Alibaba's most recent fundraising valuation of \$35bn. Yahoo will receive \$6.3bn in cash and up to \$800m in newly issued Alibaba preferred stock.

To finance the deal Alibaba will raise a mix of debt and equity capital. If the new fundraising gives Alibaba a higher value, Yahoo's payout will be increased. Some existing shareholders will participate in Alibaba's fundraising, which is likely to include private equity firm Silver Lake. SoftBank, majority owner of Yahoo Japan and an Alibaba shareholder, will not participate. The amount of debt versus equity to be used has yet to be determined. *Source: Financial Times*

**BIIA comment: Jack Ma, Alibaba's founder can now move ahead in bringing Alibaba to a new level by moving it into value added service. Once Alibaba is able to harness its treasure-trove of transaction data from buyer / seller relationships it will most likely develop into a new powerhouse of business and consumer information**

### Alibaba.Com Privatisation Plan Approved

Alibaba.com's plans to privatise the company have been approved by the majority of its shareholders. A special shareholders meeting was held in Hong Kong where more than 95% of shareholders voted in favour of the US\$2.5 billion buyout offered by parent company Alibaba Group.

Alibaba Group regained control of the 27% minority stake in Alibaba.com it does not already own and will now delist Alibaba.com from the Hong Kong Stock Exchange (HKEx). The deal will see independent stockholders paid HK\$13.50 per share – approximately 60% more than the stock's average closing price for the two months prior to the announcement of the proposal in February this year.

If Alibaba.com's financial results from 2007 are compared to those it recorded in 2011: Revenues have increased almost 200% and the company's net profit has risen 77%. The company is delisting the stock at the same price it offered it to investors during the IPO five years ago (HK\$13.50).

*Source: Business Strategies Group Hong Kong*

## PEOPLE ON THE MOVE

### Coface Appoints New Chairman

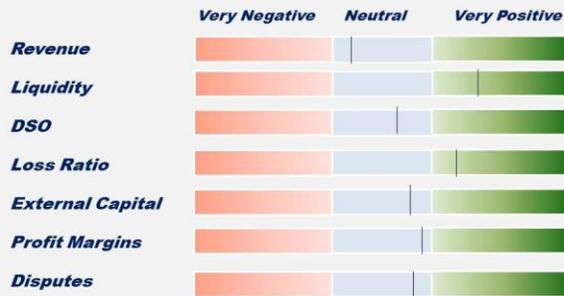
**The Board of Directors of Coface appointed Laurent Mignon Chairman** of the Board of Directors of the company. Laurent Mignon is the Chief Executive Officer of Natixis, shareholder of Coface. He takes over from Francois David, whose mandate has ended.

*Source: Coface Press Release*

## FROM THE USER CORNER

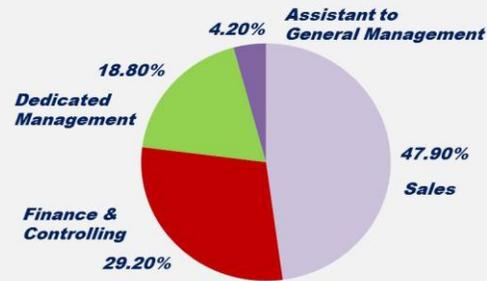
### Credit Management Not always Sufficiently Appreciated in German Corporations

**Influence of Credit Management within the Hierarchy of a German Company**



Source: 'Der CreditManager' (German Association for Credit Management 01/2012)  
Chart: Approximation

**Reporting Relationship of Credit Management in a German Company**



Source: 'Der CreditManager' (German Association for Credit Management 01/2012)

Even though German companies are fully aware that competent credit management contributes to the success of an enterprise, surprisingly this is not always reflected in the status of credit management within the management hierarchy and credit management's inclusion in decision processes and policies. These were the findings from a survey conducted by the German Management consultancy, Mücke, Sturm & Company which has examined credit management practices of 50 B2B companies.

Many respondents appreciated the role of credit management in the areas of keeping a company liquid, reducing DSO and loss ratio, avoiding the need for external capital and interest, profitability and dispute resolutions, however this was not always fully reflected in the way credit management was organized, by its competence and their influence on company policies (see chart above).

Surprisingly 47.9% of respondents indicated that the credit management worked in the sales organization. Only 18.8% of companies had a centralized credit management. 29.2% of companies had credit management working in finance and controlling. The management consultancy concluded that there was room for improvement.

Source: German Credit Management Association (Der CreditManager 1.2012 issue)

### The Expanding Role of Credit Management

A common theme that emerged in nearly every session at this year's FCIB International Credit Executives (I.C.E.) conference was the ever-expanding role of the credit department. From assessing risk beyond accounts receivable, to implementing bold new productivity enhancements, credit professionals seem to be asserting themselves into numerous other functions of their companies. Centralization of competence and systems.

One example dealt with consolidating 20-plus accounts receivable operating systems into one system. Decentralized users have access to one system. Another example focused on moving a company's global credit function to its headquarters. Inconsistency among credit and collection practices drove the head of credit management to push for centralization. The best practices have now become global policies and procedures.

Courtesy Jacob Barron, CICP, staff writer of National Association of Credit Management

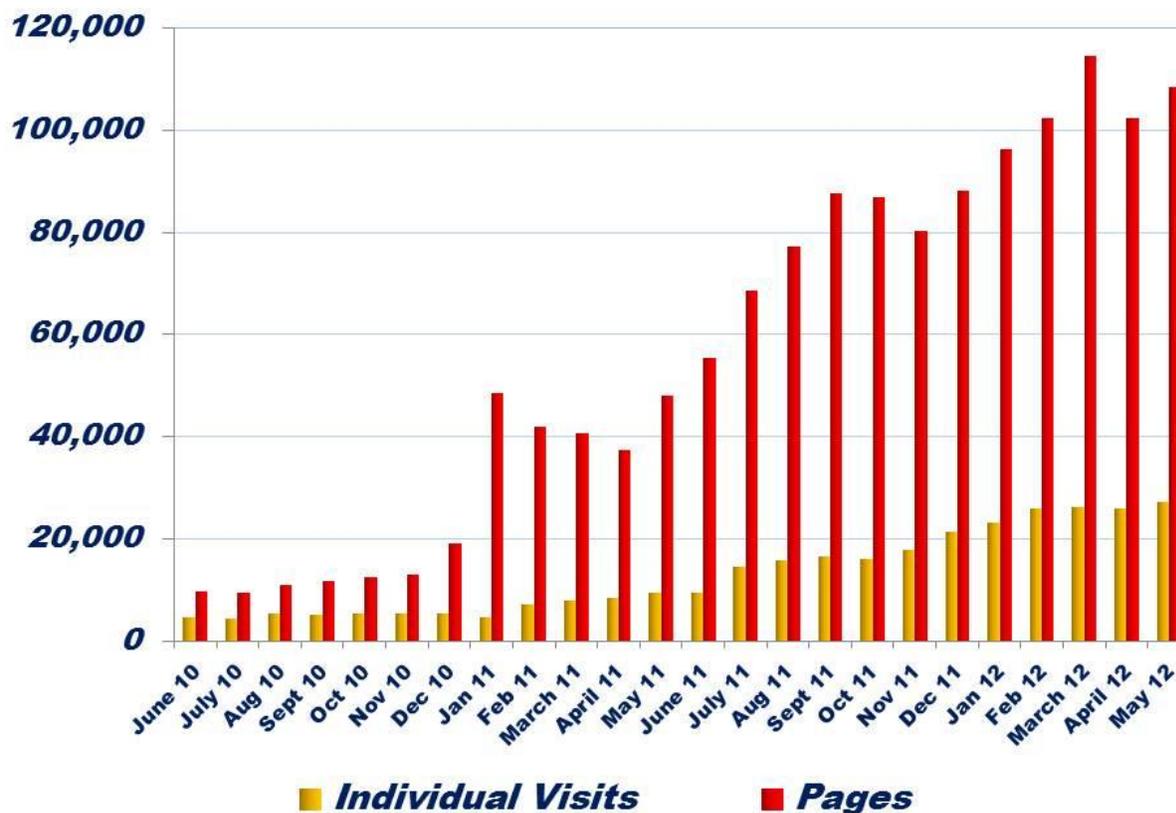
# BIIA NEWSLETTER

Market Intelligence - Industry Developments & Trends - Information Technology - Regulatory Issues - User Community

BIIA NEWSLETTER ISSUE 06 I - 2012

## BIIA NEWS

### BIIA Website Traffic Expands



May 2012

- [www.bia.com](http://www.bia.com) -

BIIA

Interest in BIIA continues to grow with individual visitors climbing to a record of 27,000 per month. In the month of May individual visitors pulled 108,000 pages of information. The jump in growth of traffic on the BIIA website in January 2011 can be contributed to BIIA's new website containing over 2500 individual posts and segmented into over 450 categories: By company, by services, by countries etc.

**Many articles are password protected therefore members are advised to log on at all times.**

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