



Festival of Media Asia 2013 turns spotlight on media innovation with inaugural M.A.P Asia 2013

Media Accelerator Programme lets companies show their innovations in front of senior industry decision-makers and make valuable connections

23 January 2013, Singapore – Launching in Asia, M.A.P (Media Accelerator Programme) is an initiative designed to present new media products and services to the most senior decision-makers in Southeast Asian markets and media. It allows young, innovative companies the valuable opportunity to showcase their innovations, lets them network with the best of the industry, and compete for the valuable accolade of being named “Hot Company of the Year”.

M.A.P Asia 2013, a unique project supporting Asian innovation and designed to match new companies to the most senior decision-makers in global marketing and media, will be launching in association with the Festival of Media Asia (FOMA), the Asian iteration of the acclaimed Festival of Media for creativity and innovation. FOMA is bringing the successful M.A.P to Asia, offering a unique showcase for Asian innovators looking to reach decision-makers.

“Gaining exposure, and more importantly, the right kind of exposure can make the critical difference between success and failure for new companies. Too many good ideas disappear for lack of notice,” said **Charlie Crowe, Founder of the Festival and CEO of C Squared**. “M.A.P entrants will be at the right place and the right time to pitch their products and services in front of the most senior people at the biggest brands and agencies in the Asian market. They will also be able to network with the most exciting companies in media and marketing at the only media event dedicated to the Southeast Asia media industry.”

“Asia is a hotbed of ideas. The changing media landscape is giving birth to so many good ideas,” said Ken Mandel, Managing Director Asia, Salesforce Marketing Cloud and M.A.P Asia 2013 Judge, “But we’ll be looking for those products and services that can stand up to the rigors of the marketplace, or that have that special something that lets them stand out from the crowd. We’re looking to spot the best and most innovative of them, from Singapore to India, from Japan to New Zealand.”

M.A.P entrants enjoy the following benefits:

- Unprecedented access to the global delegation in Singapore – your one-stop opportunity to network with a select group and exchange and nurture ideas with industry leaders
- An unrivalled opportunity to compete with other new innovative businesses from across the world
- An area within the exhibition hall to meet prospects and clients
- A “networking service” whereby a member of the M.A.P team makes introduction to CMOs, Media Agencies and Publishers among the Festival of Media delegation

Up to five entrants will be shortlisted, and will be promoted across C Squared's other platforms. The company named Hot Company of the Year will be promoted as part of the awards winner announcements and will receive an honorary position on the screening panel for the following year's scheme

"Other iterations of M.A.P have been very successful," Crowe continued. "100 per cent of M.A.P entrants say that they "benefited" from the scheme, and a staggering 40 per cent of companies who enter M.A.P actually do business at the Festival of Media."

M.A.P Asia 2013 will be running alongside the Festival of Media Asia 2013 at the W Singapore – Sentosa Cove from 3-5 March 2013 in Singapore.

Full details of M.A.P Asia 2013, including entrant benefits and how to enter, are available at [the official website](#). **Deadline for entries is 8th February 2013.**

The inaugural Festival of Media Asia in 2011 was a huge success, bringing together 600 attendees from 23 different countries across Asia and the globe. The 2013 event will bring together a host of new features for attendees to enjoy including a stronger awards programme, the launch of the global Media Accelerator Programme (M.A.P) alongside the outstanding line-up of speakers listed above.

More information about the Festival of Media Asia 2013, is available at [its official website](#).

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About C Squared

C Squared is one of the fastest-growing specialist publishing, events and technology companies in Europe. Its mission is to help the media and marketing industry become more connected and better informed so that it is fully equipped to respond to the challenges and opportunities brought about by digital technology and globalization. The company first launched *Cream* magazine in 2005 to reflect the changes taking place in global media. *Cream* has now become the world's largest database of media innovation and its bespoke technology serves many of the leading global agency groups and multinational advertisers. C Squared launched the Festival of Media in Venice in 2007 and the brand now has 3 major Events across the world, attended by 4,000 senior delegates and receiving over 3,000 Awards entries. In 2009, C Squared acquired the leading brand M&M Global; plus the M&M Global Awards and the popular media training course, IMM. In 2011, C Squared created its "Original Events" unit, which has since created leading events for clients including *Wired Magazine*, Unilever and BeViacom. More information is available at: www.csquared.cc

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