



For Immediate Release

**.Asia: A Gateway for European SMEs to Enter Lucrative Asia Market
DotAsia Partners with Web2Asia to Launch GoingEast.Asia Survey**

Hong Kong, October 13, 2008 – **DotAsia Organisation** announces partnership with Web2Asia to launch the GoingEast.Asia (<http://www.goingeast.asia>) survey. The survey targets SMEs (Small/Medium Enterprises) and Internet businesses worldwide, on their expansion plans for Asia.

“The ‘.Asia’ domain will be a breeding ground for Internet development and business communications across Asia. Already we see global brands adopt the ‘.Asia’ domain for their marketing campaigns in Asia,” says Edmon Chung, CEO of DotAsia. “We are most enthusiastic however to see SMEs leveraging ‘.Asia’ to expand from their local market to the Asia wide market. GoingEast.Asia survey will provide invaluable insights into how ‘.Asia’ can better provide a gateway for SMEs, especially from Europe and US to penetrate the Asia market.”

GoingEast.Asia commences October 14 and will run for 2 weeks. Key results will be announced November 14 during the China 2.0 Blogger Tour in Shanghai. “We are happy to have partnered up with the DotAsia Organisation to mutually develop this first ever quantitative study. The DotAsia Organisation's mission statement is very complimentary to ours: To support the expansion of internet companies in Asia,” says George Godula, Founder of Web2Asia & Initiator of the GoingEast.Asia survey.

“Multinationals understand the value of a name. That is why they readily incorporate the word ‘Asia’ in their company names when they expand to Asia. With ‘.Asia’, SMEs can make their brand more Asia-friendly instantly and naturally on the Internet,” adds Chung. “A ‘.Asia’ domain provides businesses with: 1. a name on the Internet that matches its offline branding efforts online and to clearly present its scope of business to relevant customers; 2. cost savings on a name that can be marketed consistently across the whole of Asia and the rest of Asia; and 3. a name that naturally increases its visibility on the Internet.”

As a natural word, “Asia” is a highly relevant type-in keyword which Internet users readily enter into searches. Based on statistics from Overture, the word “Asia” is included as a search term 5 times more than the word “Europe” and 20 times more than “EU”. A ‘.Asia’ domain naturally increases visibility and footprint on the Internet by improving search ranking through relevance. This is especially valuable for SMEs marketing to Asia.



About DotAsia Organisation:

DotAsia Organisation (<http://www.registry.asia>) is a not-for-profit corporation with a mission to promote Internet development and adoption in Asia. The organization oversees the '.Asia' top-level Internet domain name, and is formed as an open consortium of 20 official top-level-domain authorities around the region, including .CN (China), .JP (Japan), .KR (Korea), .IN (India), .NZ (New Zealand), .PH (Philippines), etc., and 5 regional Internet organizations including APNIC, APNG, APCERT, PAN and APTLD. In the past two decades Asia has developed into a global force in the commercial, political and cultural network. The .Asia domain aspires to embrace this dynamism in the Asia Century to become a nucleus, intersection and breeding ground for Internet activity and development in the region.

About Web2Asia:

[Web2Asia](#) is a full-service provider with headquarters in Shanghai, China that specializes in supporting Western Internet companies and mobile content developers to expand into China, Japan and Korea.

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