

.Asia Top-Level-Domain Now Licensed for Sale in China

2019, Feb 12 - Hong Kong, DotAsia Organisation Ltd, operator of the .Asia regional top-level-domain is pleased to announce that the .Asia extension has received accreditation from China's Ministry of Industry and Information Technology (MIIT) to once again market in China.

Edmon Chung, CEO of DotAsia Organisation, remarks, “we are very excited to be in China again and look forward to taking our work with Chinese retail partners to the next level. China is an important market to the .Asia community we serve, we will be working closely with our long time technology partner Afilias to be there for our local and regional customers.”

“China’s domain name market is one of the world’s biggest and fastest growing,” said Roland LaPlante, Senior Vice President of Afilias, “we are eager to work with .Asia in this thriving digital market going forward.”

With China’s 21st century development strategy in sight, the .Asia extension resonates with the country’s vision of an enhanced regional connectivity. .Asia domains are perfect for companies doing business in Asia, and also for those that want to reach out to Asian communities across the globe.

In 2017, .Asia domains suspended retail sales in China out of respect for the MIIT’s licensing policy. The official accreditation of .Asia domains by MIIT in 2019 means that customers will once again be able to register and host .Asia domains with domain registrars and resellers in China.

The .Asia domain extension is the designated web address for Asia and Asian communities worldwide. .Asia domains are already adopted by global brands such as www.ralphlauren.asia, www.subaru.asia and www.hisense.asia.

About DotAsia Organisation

The DotAsia Organisation is the Sponsoring Organisation and Registry Operator for the .Asia Top-Level-Domain. .Asia is the official web address for Asia and Asian communities worldwide and is open to all businesses, individuals and organizations around the globe looking to connect with Asia. .Asia domains have been registered in more than 150 countries to date. The DotAsia Organisation is a not-for-profit, community-based organization headquartered in Hong Kong. Proceeds from every .Asia domain registered supports Internet development and charitable works. DotAsia supports an ever-growing list of projects that educate and connect Asians worldwide.

About Afilias

Afilias is the world’s second largest domain registry, with over 21 million domain names under management. Afilias powers a wide variety of top-level domains, including TLDs for

countries, cities, brands, communities and generic terms. Afilias' specialized technology makes Internet addresses more accessible and useful through a broad range of applications, including Internet [domain registry services](#), [managed DNS](#), and [mobile Web services](#). Afilias, Inc. is based near Philadelphia – offices are also located in Dublin Ireland, Toronto Canada, New Delhi India, Melbourne Australia, Vista California, and Beijing China. Afilias holds a Guinness World Records title for the “Largest migration of an internet top-level domain in a single transition” for its migration of the .au top-level domain in 2018. For more information on Afilias services please visit www.afilias.info.