

DM Asia 2006

When DM Asia launched at the Westin Stamford hotel, Singapore in 1996, it was the first 'non-commercial' regional direct marketing conference in Asia. The event was organised by the Direct Marketing Association of Singapore (DMAS) with the support of other Direct Marketing Associations around the region. Since then it has been held annually except during the Asian Currency Crisis in 1999.

When the event relaunched in 2000 at the International Convention & Exhibition Centre, Suntec City, Singapore, several key improvements were made for consistency with DMAS's repositioning, to ensure that it is visionary, relevant and professional in its content and approach.

Each year, DM Asia has broadened its scope, and it now encompasses e-marketing, CRM, call centres, as well as traditional direct mail marketing.

This year, in recognition of JCS's investments in technology & technical know-how in direct marketing and variable 1:1 printing concept, Fuji Xerox has invited JCS to showcase its past projects in their exhibition booth, whereby is was grazed by the Minister for Trade & Finance as well as V.I.Ps from other countries.

