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Media Release

Sam Balsara to lead the Indian delegation to AdAsia '23 Seoul.

Sam Balsara, head of the Indian-owned Madison World will be the Leader of the Indian Delegation to the AdAsia'23 at Seoul. The AdAsia, a property of the Asian Federation of Advertising Associations (AFAA) is scheduled from October 24th. to 26th. 2023.

Sam Balsara is a veteran of many AdAsia's.

He has been honored by the Advertising Agencies Association of India (AAAI) with its Lifetime Achievement Award, and has been inducted into the International Advertising Association (IAA) India Chapter Hall of Fame as well as the Kolkata AdClub Hall of Fame. Says Sam "The AdAsia is the biggest event in Asia for the communications industry. There is considerable interest now since the last AdAsia that Indians could go for, was six years ago in Bali. The AdAsia'23 is an unmissable event for marketers, media and advertising professionals. I am confident that we will have a sizable delegation from India."

Adds Srinivasan K Swamy, Chairman of R K SWAMY HANSA Group, "I understand that the Korean Advertising industry and the AdAsia 2023 Seoul Organising Committee have taken special efforts to get speakers from several leading organisations across the world, in addition to leading companies in Korea like Samsung, Hyundai etc. Of course, we will also in for a treat to Korean culture and entertainment when we will get to see and hear more about K-Pop music, dance, and TV series." More details can be found in <https://adasia2023seoul.com/>

AFAA is an international association for the development and support of the advertising industry of Asia. It offers a wide range of services, platforms and resources dedicated for the purpose of planning, coordinating and implementing programmes to elevate the standards and viability of advertising at the Asian level.

The Advertising Council of India (ACI) is a distinguished member of AFAA from India and is an operational arm of STACA Trust. ACI has as its constituents the Indian Society of Advertisers, Indian Broadcasting and Digital Foundation, Advertising Agencies Association of India, India Chapter of International Advertising Association and The Advertising Club. It promotes the development of skilled manpower resource for the advertising industry and it believes in shaping future leaders for a stronger tomorrow.