



## **Scribes of the Orient Begins 2011 on the Write Lines With KL Expansion & Hot New Projects**

*Leading companies across the region choose Scribes of the Orient to 'get their message right' across Asia*

[January 2011, Shanghai] – Scribes of the Orient has kick-started 2011 by expanding into Southeast Asia, and ramping up its specialist Travel & Hospitality offerings. The China-based content development and media services company has now added the Malaysian capital Kuala Lumpur to its representative roster.

In addition, Scribes is adding new projects to its already successful Travel & Hospitality portfolio, including a soon-to-launch tourism board website collaboration with Turner Productions in Singapore, plus work for Jumeirah, Peninsula, Hilton, Grand Hyatt and InterContinental Hotels.

Scribes of the Orient's project portfolio is split into two categories: 1) collaborating with global publishers on content creation, research and delivery; and 2) assisting multinational companies, marketing and PR firms on pretty much any media and communications project they care to throw at us. With broad-based experience and understanding of different Asian markets, we are experts at "getting your message right in Asia".

### **Publishing in 2010**

In 2010, our publishing assignments included project managing the Shanghai, Beijing and Singapore Highlights Guides; producing magazine supplements on investment opportunities in Colombia, Ecuador and Wallonia; updating the *ZAGAT Survey* and *Wallpaper\* Guide 2011 Shanghai* and preparing reviews for *Concierge.com* and *Mr & Mrs Smith Boutique Hotel Directory*. We also contributed features to, among others, *Business Traveler*, *Prestige Hong Kong*, *Upward Curve*, *SilverKris*, *Gulf Life*, *Centurion*, *Platinum*, *CNN Traveller*, *CNN Go*, *AsiaSpa*, *New York Times*, *Shanghai Business Review*, *TTG Asia* and *DestinAsian*.

### **Client Assignments in 2010**

Our corporate client work included preparing various media materials for Peninsula, InterContinental, Ritz-Carlton, Jumeirah and Grand Hyatt Hotels, Wharf Holdings, Mission Hills Haikou, Playboy Macau, AEG, DVP and Art HK 2010. We also created the website text for an international sports investment agency and a Shanghai-based accounting firm; wrote and edited a quarterly staff magazine for Citi China and edited content for the China magazines of Hilton and Kempinski Hotels.

In recognition of our broad Asia expertise, Scribes was on the professional judging panel of the Asia Spa Awards in Hong Kong and the Miele Guide Restaurant Selection in Singapore, and gave a speech on the Future of Travel in China at the annual meeting of the Shanghai International Business Hotels Association.

### **Follow Us**

2010 also saw Scribes launch a presence on Facebook (Scribes of the Orient) and [Twitter.com/OrientalScribes](https://twitter.com/OrientalScribes). Coming soon in 2011 will be our all-new [ScribesoftheOrient.com](http://ScribesoftheOrient.com) website.

**About Scribes of the Orient**

Scribes of the Orient researches, creates and manages content in all its various guises. We work on an eclectic mix of online and offline media, marketing, research and corporate communications projects in China, throughout Asia and around the world. Our team specialises in Technical writing; Commercial copywriting; Features and editorial content; Online and offline publication management; Editing and proofreading; Bespoke research; and Online content consulting.

Scribes of the Orient was founded in Shanghai in 2007 by two experienced Asia-based publishing and marketing professionals: Oxford-born Gary Bowerman and Sydneysider Amy Fabris-Shi. Our team comprises experienced writers, editors, translators, designers and online and offline project specialists.

**For More Information:**

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