

Membership Information Sheet

Membership of the Hong Kong Direct Marketing Association (HKDMA) will allow you to stay abreast of the latest direct marketing trends and ideas as they are being shaped and sharpened in Hong Kong, the region and around the globe.

You will be able to tap the wisdom of other direct marketing professionals and hear what your peers are doing about problems like yours. Join the network and you can benefit from its collective strength and help to shape its future direction.

The HKDMA can help you and your business prosper. Here is how you can benefit from membership of the HKDMA.

What is the HKDMA?

The Hong Kong Direct Marketing Association was established in Hong Kong in 1982 to represent the interests of those in the communications business and associated industries. Since its inception, the HKDMA has grown in strength and numbers. Both companies and individuals have joined the organization and now it represents a diverse range of interests.

Member companies include some of Hong Kong's leading retailers, publishers, banks, and financial institutions. They abide by the Association's code of ethics and standards, designed to protect the rights of consumers - and uphold the integrity of the Direct Marketing industry. Industries represented in the Association include:

- Data Information e.g. Experian, Datatrade, Mailing Lists Asia
- Advertising e.g. OgilvyOne Worldwide
- Banking e.g. HSBC, Citibank
- Publishing e.g. Reader's Digest, Newsweek
- Credit Cards e.g. American Express
- Direct Marketers e.g. Times Online
- Insurance e.g. AIG (American International Group)
- Travel Related Services e.g. Cathay Pacific, Mandarin Oriental Hotel

The HKDMA is directed by a board of directors and a number of committees: the main ones are: Membership, Communication, Data Privacy, Education.

What is the Purpose of the HKDMA?

The Hong Kong Direct Marketing Association was established in 1982 to represent, promote and protect the common interests of those in the communications business and associated industries.

What can the HKDMA do for you?

Membership of the HKDMA will allow you to stay abreast of the latest Direct Marketing trends and ideas as they are being formed in Hong Kong, the region and around the world. This collective strength of members help shape the future direction of successful marketing, which in turn makes your direct marketing efforts more effective.

HKDMA - The Voice in Direct Marketing

Firstly, it allows Members of the HKDMA to access up-to-date information about the industry through regular lunches and seminars together with the HKDMA Newsletter, a publication free to all Members, a valuable information vehicle.

Secondly, the HKDMA is the recognized Trade Association that serves the interests of both consumers and the direct marketing industry, through our Code of Ethics.

Most importantly, the HKDMA in its dedication to Members has successfully lobbied the Legco and the Law Reform Commission on the issues of Data Privacy legislation in preventing restrictive government controls which would have seriously hampered the marketing activities of all direct marketers in Hong Kong. As a result, Hong Kong has one of the most well balanced data privacy ordinances which provides sufficiency protection of privacy as well as allow legitimate business activities to continue properly.

How to Join

To apply for membership, please completed the enclosed Application Form, and return with the membership due check, to the HKDMA Secretariat, at GPO Box 7416, Hong Kong. Or, contact the Administrator at email: info@hkdma.com or call (852) 2115 9348 or fax to (852) 2581 1056.

HONG KONG DIRECT MARKETING ASSOCIATION