



## United Business Media

12 February 2010

### **UBM appoints Philip Chapnick as Group Chief Representative for UBM in China**

#### **UBM Think Services and Techweb divisions merged to create UBM Techweb**

United Business Media Limited today announces that UBM Think Services CEO Philip Chapnick has been appointed to the newly-created position of Group Chief Representative for UBM in China, reporting directly to UBM's Chief Executive Officer, David Levin. This appointment reflects the importance of the Chinese market in UBM's global growth strategy.

Building on his experience of fostering government support for UBM's Game Developer events in China, Mr Chapnick will be responsible for developing UBM's relationships with national level authorities in China. He will also support UBM's worldwide businesses to grow and widen the scope of their activities in China. Mr Chapnick takes up his appointment in March and will be relocating to Beijing later in the year.

David Levin, Chief Executive Officer of UBM Limited said:

"The creation of this important post and the appointment of one of our most senior, long-serving executives who is relocating to Beijing to take up the post sends a strong and clear message about our serious commitment to further strengthening UBM's presence in the Chinese market. We fully intend to build on our 25 year history and our existing strengths in China to become one of the largest and most successful international media businesses operating in the complex, fast growing and dynamic Chinese economy."

Philip Chapnick, Group Chief Representative for UBM in China, said:

"I view this new position as a great honour and opportunity. Having been with UBM for more than 22 years, I am thrilled to take on this very challenging new assignment to work with my colleagues across the entire UBM organisation and help to build our businesses in China."

The UBM Think Services business previously led by Philip Chapnick will be merged with TechWeb to form UBM TechWeb; the merged business will be led by Tony Uphoff, the current CEO of TechWeb. The combined business brings together the world's leading technology

media group with the leading professional game developer and technology service and support brands.

- Ends -

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## Notes to Editors

### 1. United Business Media

UBM focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetisation of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities - from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists - with integrated events, online, print and business information products. Our 6,400 staff in more than 30 countries are organised into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently.

For more information, go to [www.ubm.com](http://www.ubm.com)