

Canalys opens office in Shanghai, China

- **Analyst firm strengthens international presence with new smart phone and netpad analysis services for China**

Singapore - for immediate release

Canalys today announced the opening of its office in Shanghai, China, as well as new service offerings linked to the Chinese mobility market. These developments mark an important milestone for the analyst company, as it continues along its path of long-term growth and international expansion.

‘Our company’s objective has always been continued expansion while retaining a focus on the quality of our analysis and excellent customer service,’ said Canalys Managing Director, Mobile and Asia Pacific (APAC), Rachel Lashford. ‘By opening an office in Shanghai and launching related Chinese services, we aim to better support our international clients who seek inside knowledge on conducting business in China. The new office also means we can make even more frequent face-to-face contact with our customers, both from China and the rest of the world.’

The Canalys office in China will initially focus on examining the local mobility sector, which is experiencing intense competition in China and on the international stage. Canalys will launch two dedicated China services around its leading smart phone and netpad analysis offerings. Particularly aimed at international companies with business operations already in China or those looking to enter the market, these services will quickly and succinctly deliver insights on local industry developments and trends to assist executives who are making decisions at a regional and headquarters level.

Research Director Nicole Peng, a key member of the Canalys mobility services team, will lead the new office, located in the center of Shanghai. A Chinese national who has been with Canalys for the last four years, Peng will start to build out a highly talented local team.

‘As China is already the largest mobile phone market and will be the largest PC market by 2012, as well as the second largest market for pads and smart phones, it’s clearly at the center of the technology world right now,’ said Peng. ‘It’s vital to be on the ground to assess market movements as they happen. International customers of our new China services will gain access to information that otherwise may have been blocked at a local level, enhancing their planning, marketing and product strategy capabilities.’

Canalys Smart Phone Analysis China and Netpad Analysis China will provide both high-frequency updates through the analyst company’s dedicated China mobility ‘chirp’ channel and short, conclusion-led reports, supported by a Vendor Performance Index, forecasts and other databases. The mobility ‘chirp’ is Canalys’ own social networking channel that allows users to quickly read and send text-based posts on hot topics.

Some of the important trends and market influences that Canalys will address in relation to the Chinese market include social and regulatory issues, the influence of the government, emerging white-box vendors, complex IT channel structures, local Internet service providers, mobile payment providers, app store providers and social media sites - many of which command audiences to rival some of the biggest global names.

In addition to its APAC offices in Shanghai and Singapore, Canalys also operates out of Reading, UK, from where it supports Europe, the Middle East and Africa, and Palo Alto, California, where it covers the Americas.

About Canalys

Canalys delivers smart market insights to IT, channel, and service provider professionals around the world. Our customer-driven analysis and consulting services empower businesses to make informed decisions and generate sales. We stake our reputation on the quality of our data, our innovative use of technology, and our high level of customer service.

Receiving updates

To receive press releases directly, or for more information about our services or custom research and consulting capabilities, please complete the contact form on the Canalys web site.

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