

Cheese Mobile Corporation Launched big event to grand opening leading advertising management platform “Adcamie”



Cheese Mobile Corporation Co., Ltd. led by Mr. Phuriphat Pitaganan, Chief Executive Officer, Cheese Mobile Corporation Co., Ltd. launched big event of the year BUSINESS IN ASIA ON THE MOBILE DEVICE “HOW SMEs CAN SCALE WITH MOBILE PRESENCE & PLACEMENT” and grand opening leading advertising management platform “Adcamie” for the first time in Asia-Pacific together with a variety of seminars from professional digital marketers. And it also signed cooperation between 17 countries throughout the region for the first time on 15th February 2016 at Ballroom 2 Radisson Blu Plaza Bangkok, Thailand

The development of mobile technology nowadays. Internet and Smartphone is today one of the most important part of our daily life whether using the internet to access social media, search an information, entertainment and many more. Since 2015, an entrepreneurs who are developing online media from many different countries into a joint venture to develop new mobile media. with companies in Thailand to accommodate high needs of consumers in Thailand. As said, Thailand is considered as one of the fastest growing mobile advertising markets in Southeast Asia. The grand opening of Adcamie all in one advertising management platform. Cheese Mobile Corporation Co., Ltd received a good cooperation from 15 partners across Asia-Pacific to develop the platform to serve the needs of these marketers

Mr. Phuriphat Pitaganan, Chief Executive Officer, Cheese Mobile Corporation Co., Ltd said “Mobile business in Asia has been growing steadily. It is known that mobile phones have become a part of life. As a result, the distribution of information via the mobile channel is the most effective and popular among marketers and professionals worldwide. And Asia is the region that has the biggest digital consumer base that’s why we launch adcamie all in one advertising management platform in Asia. And the grand opening of adcamie our partners selected Thailand to be the first country because Thailand is now as a hub of digital and the main duty of cheese mobile corporation is to develop the platform and services to become Asia largest all in one advertising management platform ”

In the event also arrange seminars on mobile marketing from marketing professional in the topic “Industry overview from Asia market” from Mr. Gabriel Tan, Chief Revenue Officer, PROGRAMMATIC2.0 , Mr. Gunawan Santoso, Managing Director, PT. GLOBAL DIGILINE INDONESIA, Mr. Charie Shin, Vice President, IMOMAD INC., Mr. Amir Jafri, Sales Director, EOCEAN PVT LTD., Mr. Jason Jiang, Chief Executive Officer, MOBIEXCHANGER INC and Mr. Billy Ho, Chief Executive Officer , MCOM MESSAGING SDN BHD.

Mr. Gabriel Tan, Chief Revenue Officer, AdCamie.com Programmatic2.0 said that “Business in Asia on the Mobile Device has been a trending discussion among many digital marketers and experts worldwide as they watch the evolution of Asian becoming the World’s largest digital consumer market. Since the dawn and rise of Smart Phone users in Asia, with affordable mobile devices, established network infrastructures, and massive consumer content and online accessibility (device functionality, regulatory, institutional adoption), consumers today are maturing into a mobile digital lifestyle, and somehow, businesses will have to assimilate respectfully. SMEs today are struggling

with retail sales and how business barriers are heightened with regulations and operating costs. Digital services, products, media and content are becoming a new affordable marketplace of low entry barrier, operations and management. However, though the opportunities are great, the challenges are greater. The opportunities are great. ”

In addition, the event also has first time in Asia-Pacific partnership signing ceremony by representatives from China, Hong Kong, Indonesia, Malaysia, Pakistan, South Korea and Thailand signed a strategic partnership with PROGRAMMATIC2.o on the marketing and monetization of Adcamie.

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