



# ORIENTED

## FACT SHEET

**Introduction** [ORIENTED.COM](http://ORIENTED.COM) is a global network of international professionals interested in Asian business and partnerships – an Asian social network.

**Signature Service** The signature service is the **ORIENTED Happy Hours** – offline networking mixers ‘simultaneously’ held every month in cities across the Pacific – Beijing, Shanghai, Taipei, Hong Kong, Singapore, and more.

[More than 1,000 Happy Hours](#) have been held in 19 cities since 2002, bringing professionals interested in Asian business and partnerships together to network face-to-face on a regular basis, a critical aspect of the Asian business culture.



**Member Profile** ORIENTED attracts highly educated, [upwardly mobile, mid-career professionals](#) including international Asians, overseas Asians, Asian Americans (Asian Australians, Asian Canadians, etc.), and non-Asian professionals.

More than 80% of ORIENTED members are bilingual and bicultural. They are highly motivated, tech savvy, have high disposable incomes, and travel frequently on both domestic and international routes. Many have strong family ties in the Asian region.

**Brand Recognition** ORIENTED is one of the most recognized brands in the networking space amongst this high-value, niche market segment in Asia Pacific and beyond.

The organization has benefited greatly from the [brand name](#) and double meaning – getting acclimated to something and “related to the Orient” – because both definitions directly reflect the purpose and services provided. The name is short, catchy, easy to remember, and conveys correct and positive recall. Trademarks have been registered or are pending where appropriate.

**How It Began** In 1999, [Christine Hsu](#) and friends launched ORIENTED as a volunteer-run, [online posting site](#) for the international community in Taipei. By 2002, it became the #1 English-language community website in Taiwan.

In 2002, Christine launched the ORIENTED Happy Hours in [Beijing, Shanghai, and Taipei](#) as a separate effort and later expanded the events to sixteen more cities.

**Solving a Problem** Christine saw the need for [offline networking mixers](#) across Greater China because her peers were all over the region, constantly on travel, and needed a regular forum to stay connected. She recognized the impact that this network would have on the development of the overall region, however intangible.

**Contact** To contact Christine, email corporate AT oriented.com, or call +1 (415) 409-8009.



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### News Coverage

Sans any marketing budget, ORIENTED has garnered media attention in China, Taiwan, the U.S., and elsewhere. See all news articles at [oriented.com/news](http://oriented.com/news).

### [ORIENTED.COM/ChinamericaHitRadio](http://oriented.com/ChinamericaHitRadio)

Radio interview with ORIENTED Members, past and present



"ORIENTED is one of the most recognized brands in the offline networking space in Beijing and Shanghai."





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<b>Members</b>	50,000 registered users worldwide			
<b>Mailing Lists</b>	<u>Global List</u> : 16,500 <u>List per City</u> : Varies			
<b>Unregistered Foot Traffic</b>	25-35% of event attendees are not registered members. People often hear about the them from friends and colleagues and just show up at the door.			
<b>Location</b>	<b>Shanghai</b>	17.2%	<b>Sydney</b>	7.0%
	<b>Hong Kong</b>	13.2%	<b>New York</b>	7.0%
	<b>Taipei</b>	13.2%	<b>Singapore</b>	5.7%
	<b>Beijing</b>	11.8%	<b>Los Angeles</b>	4.6%
	<b>SF Bay Area</b>	10.4%	<b>Other</b>	< 4.0%

**Demographics** ORIENTED members are bilingual, mid-career, Western-trained professionals. They represent an extremely-targeted, affluent, and upwardly-mobile cross section of the population that is in great demand by companies expanding across the Pacific in both directions, international businesses that are in need of top management and talent. Yet this audience is notoriously hard to reach.

- Age range: **Mid-20's to mid-40's**
- Average age: **33**
- Gender: **48% Men; 52% Women**
- **86% single**; 14% married
- More than **80% are bilingual** (Chinese, English)
- Have **high disposable income**
- **Highly educated** – More than 90% have college degrees; more than 40% have higher degrees or are currently enrolled in a graduate program
- **Heavy users** of the Internet, mobile phones, and electronic devices
- **Frequent travelers** on both domestic and international routes
- **Major purchasers** of electronics, luxury, and name brand products
- Enjoy **fine dining, entertainment, arts & culture, sports & recreation**

**Event Photos** More than ten years of event photos can be found at [oriented.com/photos](http://oriented.com/photos).





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### Membership Representation

Members generally fall into one of four categories:

#### 1. Asian Professionals

These professionals were born and raised in Asia and have a strong grasp of Western cultures and business practices through overseas education and work experience, or through employment with multinational corporations in the region.

They are often referred to as "sea turtles" or "international Chinese" and make up more than **50%** of our audience.

#### 2. Bicultural Professionals

This demographic group makes up **25%** of our audience – Chinese Americans, Chinese Canadians, Chinese Australians, and other bicultural, bilingual professionals. Many of them have strong family ties and business connections in Asia.

#### 3. Foreign Professionals

This group includes Western professionals who currently live and work in Asia Pacific or travel there for business, as well as those professionals outside of the region who are interested in pursuing Asian business and partnerships.

#### 4. Local Professionals

This group includes local professionals in each city who join ORIENTED to expand their business networks – Chinese nationals in China, American professionals in the U.S., etc.

### Industry Breakdown

ORIENTED members work in a variety of industries including banking, financial services, consumer electronics, technology, media, communications, business services, management consulting, and healthcare.

In each ORIENTED Happy Hour location, usually the industry breakdown aligns with the top industries in that area.

*For example, members in Hong Kong and Sydney tend to be in the banking and finance sectors. Members in Shanghai and Taipei are in industries across the board because of the rapidly evolving growth opportunities, and the San Francisco Bay Area events tend to attract people in technology, Internet, multimedia, and business services.*





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### **Larry Wang, CEO of Wang & Li Asia Resources – following 10 Year Anniversary Celebrations:**

"I'm actually surprised that it's only been 10 (years) because ORIENTED is such an institution with so many of us in the Asia/Asian-American community, and has been for so long. It has really been, and continues to be a fantastic networking organization, and I don't know anyone else who could have pulled it off. Your energy, leadership, and commitment are inspiring to a lot of people. For your 10th year anniversary event, beyond having a great time, I hope that you'll receive that acknowledgement and recognition from many of the people whose lives you touched and had an impact on through ORIENTED. Congratulations again and awesome achievement, and good luck with ORIENTED's continued success!"

**Frank Scappaticci**  
Associate Group Medical  
Director, Genentech



I've been attending this group since 2005 and have found the events to be an enjoyable networking opportunity with a diverse group of professionals. The events are fun and provide an opportunity for meeting people with all types of professional backgrounds... I have found the people to be of high caliber, ambitious, and professional. I recommend coming out to an event. It will be a great way to connect and I predict you'll come out again to future events!

**Jonathan Tang**  
International Marketing Manager,  
Cheung Kong Graduate School of Business

- Founded by Li Ka-Shing



**CHEUNG KONG**  
GRADUATE SCHOOL OF BUSINESS

We wanted to promote our China-based graduate programs to professionals across North America, but we couldn't figure out how to reach that audience. After hearing about ORIENTED's community of sophisticated and ambitious individuals, we immediately decided to partner with them.

**Courtney  
McColgan**  
Co-Founder, Wokai.org



We established chapters in the United States... and were thinking of ways to reach out to the young, Asian American community. A couple of our chapter representatives who volunteer with us said "hey you should check out ORIENTED," so we went to one of your events down in the financial district and just loved it. It's a great group of people, a lot of fun, and really great networking.

**Evelyne Tseng**  
Pamir Law Group



ORIENTED brings together people from all corners of the world with whom you might have walked past one day but never got a chance to meet. It helps you realize the importance of staying connected on a global level. It is my goal in the future to drop by all the Happy Hours at each location - and then start some more in others!

**Jasemin Ho**  
Manager,  
Talent Corp Malaysia



ORIENTED played a big part in connecting me with like-minded global citizens when I was living and working in Sydney and Singapore. Going to a regular networking session at the end of each month was something which I really looked forward to, especially after a month of hard work! I met many interesting professionals from diverse backgrounds, cultures and their own tales of how each of them ended up in a foreign country. In a way, these mixers quickly grounded me on the local scene as I became familiarized with a home away from home.

**Eye Hsu**  
Television Host, CCTV-9



The people I met through ORIENTED have not only had a direct impact on my career, but many have also become great friends that are some of my closest in Beijing. The woman who eventually led me to CCTV was actually someone I met at an ORIENTED Happy Hour.

**Dan Nystedt**  
Vice President and Head  
of Research, TriOrient  
Investments, and former  
journalist



I've met a lot of interesting people and done a lot of good networking at ORIENTED events. I speak English, Mandarin Chinese and some Taiwanese, and I've met several lawyers, engineers, analysts and other people that I contacted professionally as a journalist. ORIENTED events were great for meeting experts that could be available to offer analysis in stories. The people who attend ORIENTED events are all professionals interested in or working in Asia. It's much more focused than other networking groups I've attended.

**Abi Kirk-Walker**  
International  
Manager,  
HSBC Hong Kong



It has been an absolute pleasure to be involved with ORIENTED. It has been the lifeblood of my social life here in Taipei and I will be forever grateful for the fabulous people I have met as a result.