

FOR IMMEDIATE RELEASE

## **WSA Goes International with New Office in China, Partners with the Shenzhen Software Industries Association**

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*New agreement will benefit Washington technology companies, both here and abroad*

**SEATTLE – (May 2, 2007)** – The WSA, the state's oldest and largest technology trade organization, today announced plans to partner with the Shenzhen Software Industries Association (SSIA), one of the oldest local associations of the China Software Industry Association.

In addition, the WSA said it will open a business office in Shenzhen, China, to support this initiative.

The WSA office, which will serve as a two-way bridge between the Pacific Northwest and China, will be opening in Shenzhen within the next couple of months.

Ken Myer, president and chief executive officer of the WSA, said this partnership with the SSIA will strengthen the state's technology ties to China and assist WSA members who may be interested in developing or adapting their products for the Chinese market.

"After connecting our industry members in Washington state for more than two decades, the time has come for us to expand our efforts internationally," Myer said. "By serving as a key conduit for building U.S and China technology partnerships, this new international office and agreement will help take our success to the next level."

"Washington state business and civic leaders have long advocated strong business partnerships between the technology industries in Washington and China," said former Washington state Gov. Gary Locke, now a partner with the national law firm of Davis Wright Tremaine. "By opening an international office, the WSA is creating an accessible route for technology companies, both here and abroad, to expand internationally."

The Shenzhen Longgang District Government, as well as Pacific Prestige, Inc., a property development company that will host the WSA's Shenzhen office, also signed the partnership agreement.

This first-time agreement between the SSIA and WSA will present new business and research opportunities not only for Washington companies, but for those located in China as well.

"We are extremely excited about our new partnership with the WSA," said Qiu Chang Miao, Vice-Chair of SSIA. "We see significant opportunities to open up markets for Washington technology companies in China and to bring our members to Washington to create new business opportunities. As Washington's technology association, the WSA is in the best position to provide us access to the industry and we are pleased they will be opening an office in Shenzhen."

## **About the WSA**

Founded in 1984, WSA is Washington's technology association with over 1,000 member companies representing more than 100,000 software, Internet, telecommunications and technology company employees. The WSA is a catalyst for industry connections and provides members with key business services. As a voice for Washington's technology industry, the WSA leads the advocacy of issues necessary to grow Washington state's impact as a leader in the digital economy. WSA's Global sponsors are Davis Wright Tremaine LLP, Laird Norton Tyee, Microsoft, Regence BlueShield, The Hartford, and Wells Fargo Insurance Services. WSA's Funding sponsors are AH&T Insurance, Comerica, and Google. For more information, please see [www.wsa.org](http://www.wsa.org).

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