

On Monday 5th December, Zinc celebrated the launch of its new office in Beijing, China.



Zinc's decision to open a new client service office in China is motivated by rapid growth and a global client win that requires on-the-ground support in China and the broader region.

The Beijing office will be managed by Michael Kranz – who is a director of Zinc, and will complement Zinc's existing sourcing office in Hangzhou.

Zinc's CEO Peter Cleary is excited about the regional expansion, "This global client win is the ideal opportunity to leverage our brand promotion services to clients in China – providing them with something different."

The new office is the culmination of an eventful year for Zinc coming in at number 22 on BRW's 100 fastest growing companies in 2011. Zinc now has offices in Sydney, Melbourne, Auckland, Hangzhou and Beijing.