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**FOR IMMEDIATE RELEASE**



*Steve Russell - CEO Bond International Software*

## **Bond opens new Hong Kong office as stepping stone to Asia Pacific**

United Kingdom (July 27, 2006) - Bond International Software has today further signalled its intentions in Asia by announcing the opening of a new office in Hong Kong.

Bond, which already has clients in China, Hong Kong, Malaysia, Singapore, Thailand and Japan, has established the new office to provide full local technical support and expand its sales opportunities throughout the region.

The Company recently announced the latest version of its world-leading Adapt Recruitment Software which, for the first time, is capable of handling Asian languages and character sets. It is now able to provide integrated staffing systems throughout the Far East using the local languages, whatever they may be. Global businesses operating in the region can benefit from the multi-lingual facility which enables any number of languages to be embedded within one database thus ensuring that consistent standards and codes of practice are maintained internationally. Local business seeking to interface with the world-wide economy can now do so with increased efficiency and professionalism.

"We have operated the concept of global support for many years" explained Steve Russell, Chief Executive of Bond International Software. "We decided to open an office in Hong Kong to further improve the customer service we provide and place Bond at the forefront of business growth in this challenging and diverse region."

**Note to editors:**

***Bond International Software is the world's premier provider of staffing software to recruitment consultancies and corporations. It has over 30 years experience in the development and creation of products and services that have become industry standards. Headquartered in the United Kingdom, the group also has offices in the United States, Australasia, South Africa and Hong Kong with a global team of over 200 employees. [www.bond-adapt.com](http://www.bond-adapt.com)***