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► The People At Work Increases South-East Asian Presence

Singapore-based executive search firm [The People at Work Pte Ltd](#) has acquired a major stake in [StratSearchAsia](#), the Philippines-based affiliate of [International Executive Search Federation](#).

The new entity began operating as TPW International (Philippines) Inc. since the start of 2014 and continues to provide executive search for senior-level appointments, as well as assessment, development and consultancy services. Its clients include listed Philippines conglomerates and multinational clients across sectors covering healthcare, consumer goods, financial services, logistics, property and construction.

Joo-Lee Aw, Managing Partner at The People At Work, said: "This was a key opportunity for us to expand our footprint in South-east Asia given the number of rapidly rising economies in this region.

"With a combined GDP in excess of USD2.3 trillion, ASEAN is a major economic power in the Asia Pacific region alongside China and India. As we intend to raise our profile in ASEAN by opening more offices in future, it was very important for us to acquire a company with a strong reputation for sharing our values of integrity, commitment and professionalism.

"Roland Dela Cruz, who founded and has led StratSearchAsia for the past ten years, is an amazing partner to welcome into our group."

Mr Dela Cruz will continue to head TPW International as President and Country Manager. He commented: "We are thrilled to be part of The People At Work. We see this move as fulfilling a long-term goal of becoming an international executive search firm. Together, we are broadening our Asia Pacific market presence, enhancing cross-border expertise and commanding exceptional leadership in the industry around the APAC region."

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The 2015 World Executive Search Congress took place on March 9-10 in Las Vegas.

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