

Nikkei Asian Review wins journalism award from IE Business School

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The IE Business School in Madrid has awarded *Nikkei Asian Review* a Prize for Economic Journalism in Asia, marking the second consecutive year that NAR has been honored by the school.

Deputy Editor Ken Moriyasu's article "Free Trade Fiesta," the lead story of the April 14 cover feature "Mexico & Asia," won this year's **Best Journalistic Work on Latin America's Economy**. The story shed light on how Mexico's embrace of free trade is attracting the world's biggest automakers, including Nissan, Toyota, Audi and BMW.

(<http://asia.nikkei.com/magazine/20160414-MEXICO-ASIA/On-the-Cover/Free-trade-fiesta>)

"In times of uncertainty and lack of truths, the media has a huge role as a counterbalance to show the truth," Santiago Iniguez, dean of the IE Business School, said at an award ceremony in Madrid on Oct. 20. "This is especially important for economic journalism."

Last year, NAR won the school's award for **Best Regional Economic Media**.

"As we are aiming to become a must-read publication for people who are interested in business in Asia, we are very honored that Ken Moriyasu's article was named the Best Journalistic Work on Latin America's Economy," said Sonoko Watanabe, editor-in-chief of NAR. "Nikkei opened a Mexico City bureau this year to strengthen our coverage of the expanding business ties between Latin America and Asia. Pan-regional coverage will continue to be a major focus for NAR."

This year's contest for the Prize for Economic Journalism in Asia was the fourth. More than 200 articles from 60 media organizations in Asia were submitted. Winners were chosen for their depiction of how global trends are impacting Asia's

spending power. Other awards this year went to Tanmoy Goswami and Nirmal John of Fortune India (Best Journalistic Work) and China's CBN (Best Regional Economic Media).

<The IE Business School Prize for Economic Journalism in Asia>

Sponsored by CAF Development Bank of Latin America and IBERIA, the overriding aim of the Prize for Economic Journalism in Asia is to increase the flow of economic information between Asia and the Latin America region in order to forge closer economic links and interests.

<Nikkei Asian Review> asia.nikkei.com

Nikkei Asian Review brings insights from Asia, from the inside out. As part of Nikkei, Asia's largest independent business media group, with a 140-year history and network of over 1,300 local and international reporters on the ground in 24 bureaus across Asia, NAR offers credible, comprehensive pan-Asian reporting that is vital to our readers' decision making.