A Fresh Look for A Fresh Year: Kaspersky rebrands offices in APAC to welcome 2020





Global cybersecurity company gears up for a new year with a new mission – building a safer world

Kaspersky today unveils the new look of its offices across the Asia Pacific (APAC) region, led by the global cybersecurity company's regional headquarter in Harbourfront Tower One, Singapore. With freshly painted walls and an updated logo welcoming guests and employees, the company gears up for further changes beyond its brand's visual identity to bring on the future for all its customers worldwide.

"This year has been an eventful year for us at Kaspersky, globally and in the Asia Pacific. Last June, we have unveiled our new brand, from Kaspersky Lab to Kaspersky, and shifted our mission — from saving the world to building a safer world. The region has also witnessed key milestones such as the Security Analyst Summit 2019 and the signing of the extension of our cooperation with the INTERPOL, which both happened here in Singapore. We also announced the third Transparency Center, the first in APAC, which will be in Malaysia," says Stephan Neumeier, Managing Director for Asia Pacific at Kaspersky.

"Before 2019 ends, our offices all over the region are also updated with our new Kaspersky green and our new logo. The changes, however, go beyond the fresh look. It is also about how we shift our business mindset, our corporate practices, our market priorities, and our vision and mission as a company. We are grateful for our partners and stakeholders who are supporting our journey and we look forward to an exciting year ahead," adds Neumeier.

Kaspersky has been offering the best security solutions to customers in pursuit of its mission to save the world, for more than two decades. As the world has become more digitized and globalized, the company has moved beyond the anti-virus laboratory to become a technology leader with an advanced and comprehensive portfolio of security solutions and services, including innovative products and technologies, cloud services, and world-leading threat intelligence.

The rebranding reflects that transformation. The new mission emphasizes Kaspersky's commitment to a trusted and transparent future where everyone has the endless opportunities technology brings because the company protects it.

"We are grateful for the global initiative to give our office a new look ahead of 2020. Because of the fresh vibe in our local office, all employees in whichever role we are in, can feel that the company is moving as one entity towards a better direction. We are excited and ready for the changes on how we work, how we think, how we innovate, and how we improve ourselves to protect more and more users globally," says Yeo Siang Tiong, General Manager for Southeast Asia at Kaspersky.