



BBC World News Names Linda Yueh as Chief Business Correspondent

Singapore/London, January 21, 2013: Today BBC World News announced the appointment of Linda Yueh as Chief Business Correspondent, a new Singapore-based position that signals the channel's continuing commitment to Asia and determination to expand the breadth and depth of its international business coverage.

The BBC is investing heavily in new programmes and facilities for its international news channel, as it seeks to build on recent successes building audiences and reputation around the world. Last week the channel unveiled a dramatic new look when it re-launched from its new studios in central London. A refreshed schedule includes a new daily programme, *Global*, presented by long-time BBC News presenter and reporter Jon Sopel. Other recent appointments include Yalda Hakim, one of Australia's brightest international journalists who joined the channel as a current affairs correspondent and presenter for a new weekly current affairs programme which goes to air in the coming months.

Linda Yueh will be based in Singapore, and will travel extensively throughout Asia and globally to cover the main economics and business news stories. In addition to reporting across BBC outlets on TV, radio and online, she will host her own weekly business programme that will provide expert commentary and insight into business, political and macro-economic trends. Linda already has a strong online profile, and this will continue as she takes on her new role for the BBC in April.

Linda Yueh was most recently the London-based Economics Editor for Bloomberg Television and brings with her a wealth of experience in business journalism. Prior to joining Bloomberg, she was a full-time economist and a regular media commentator. She is currently a Fellow in Economics at Oxford University and an Adjunct Professor at the London Business School. Linda Yueh is also an associate of the London School of Economics and Political Science's Centre for Economic Performance as well as of IDEAS: the International Affairs, Diplomacy & Strategy research centre. She previously worked as an international corporate lawyer with the New York-based law firm of Paul, Weiss, Rifkind, Wharton & Garrison and served as a special advisor to the World Economic Forum (WEF) in Davos, Switzerland. Linda Yueh has also consulted and advised a number of international organisations and governments.

Richard Porter, Controller of English, Global News said: "With her experience as a journalist, an academic, and an economist, Linda is the ideal candidate to be the BBC's Chief Business Correspondent. She will be able to go behind the numbers and delve deeper into stories as she provides incisive coverage and economic analysis of breaking news stories. As part of our on-going

commitment to Asia, Linda is the latest addition to a very talented pool of news correspondents currently based in the region, and will fit well into our plans to expand our global coverage in 2013.”

Jon Zilkha, Head of the BBC Business and Economics Unit, said: “We are delighted that Linda has chosen to join the BBC at a time when audiences are looking to us to guide them through the enormous challenges and changes in the world economy. No one could be better placed to help us tell the vital story of China's continuing growth and what it means for the rest of the world. Linda's knowledge and insight will be a terrific addition to our reporting team led by Robert Peston and Stephanie Flanders.”

Robert Peston, BBC Business editor, said: “I have long been an admirer of Linda Yueh's journalism and economic analysis. It will be great to work with her and I am confident she will be making a significant positive contribution to the scope and quality of the BBC's global business coverage”.

Linda Yueh said: “I am excited to join the BBC as its Chief Business Correspondent. At a time of rapid change in the world economy, I relish this opportunity to report on global business and present my show from a part of the world that is developing at a remarkable pace with vast implications for our everyday lives. I look forward to working with Robert Peston, for whom I have great respect, and the other talented journalists at the BBC – who set the standard for credibility and impartiality in reporting from around the world.”

Linda is a British/American dual national who is of Chinese ethnicity. She earned her PhD (DPhil) in economics from Oxford University, after obtaining degrees from Yale, Harvard, and New York Universities. She is the author of several books on economics and business, including three on China.

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Note to editors:

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