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Reuters INTERVIEW-Google to add staff, promote products in China



04.19.08, 5:12 PM ET

UNITED STATES -BEVERLY HILLS, Calif. (Reuters) - **Google Inc** , the world's top Internet search engine, plans to hire 200 additional employees in China and boost product promotion spending in a bid to gain more Chinese users, a senior **Google** executive said Saturday.

Lee Kai-Fu, Google (nasdaq: [GOOG](#) - [news](#) - [people](#))'s Greater China president, told Reuters in an interview on the sidelines of a Committee of 100 event in Beverly Hills that the firm would increase promotional spending for its products such as Google Maps and its e-mail service called Gmail.

Lee also noted Google intended to boost online advertising revenue in China, where millions of young Chinese people are rapidly adopting Internet shopping.

Google's Web search ads bring in the lion's share of revenue at the fast-growing company. (Reporting by George Chen; Editing by Peter Cooney)

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