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**Media Release**

## **Channel NewsAsia Presents A New Season of *Asian Dragons Rising* from March 2009**

**Singapore, 27 Feb 2009** - Channel NewsAsia brings on screen a fourth season of *Asian Dragons Rising* with eight firms sharing their entrepreneurial success stories for the channel's regional audiences. Presented in collaboration with Stratagem Consultants, *Asian Dragons Rising* airs from 2<sup>nd</sup> March 2009 over four weeks.

This new season of the series features a wide spectrum of strong brands, each with a compelling story to tell. They range from jewellery, energy, food, education to security specialists and convention venues. They are:

- Taka Jewellery Pte Ltd
- Union Energy Corporation
- Sineurope Pte Ltd
- Lorna Whiston Schools Pte Ltd
- SH Donut Empire
- EASB (East Asia Institute of Management)
- AETOS Security Management Pte Ltd
- Suntec Singapore International Convention & Exhibition Centre

(See **Annex** for a brief introduction of the companies)

Mr. Woon Tai Ho, Managing Director, News, MediaCorp, which manages Channel NewsAsia says, "In this challenging economic climate, more than ever, we need inspiration from successful companies to share their stories and to show us how to ride out the uncertainties ahead. Channel NewsAsia is pleased to be the platform for these eight firms to showcase their business models to viewers in the region."

Ms. Tham Moon Yee, Managing Director of Stratagem Consultants, adds, "*Asian*



*Dragons Rising*, Season 4, marks another successful milestone for the series. We are pleased to present another exciting line-up of companies from sectors as diverse as private education and exotic seafood. This programme clearly illustrates that although the economy is on a low ebb, companies can still excel and grow in their chosen niche, while sharpening their competitive advantage. The audience will be able to glean many valuable lessons on how to capitalize on the economic downturn, and in turn, to prepare for the impending upswing.”

*Asian Dragons Rising* (Season 4) is being launched on 27<sup>th</sup> February 2009 at a luncheon at Suntec Convention Centre. In conjunction with the occasion, world class organizational strategist, Mr Manoj Sharma, is sharing his insights on branding in Asia and giving tips on organizational branding.

Mr Sharma is Founder, CEO and Head of Faculty of DifferWorld.com, an international strategic profitability, performance and fulfillment consultancy. He brings with him a truly global perspective, having worked with organizations and leaders across Asia, Europe, Oceania and the Middle East.

Issued by News, MediaCorp Pte Ltd

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**About Channel NewsAsia**

Channel NewsAsia was established in March 1999, and positions itself as an Asian TV News channel, fully complemented by English and Chinese online portals that provide news and information on global developments with Asian perspectives. Channel NewsAsia brings viewers not only the latest news but also the stories behind the headlines. Based in Singapore, Channel NewsAsia reports from the major Asian and key Western cities, including New York, Washington D.C, London and Brussels. Channel NewsAsia is now viewed in more than 20 territories across Asia.

[www.channelnewsasia.com](http://www.channelnewsasia.com), in English, and [www.xin.sg](http://www.xin.sg), in Chinese, are premier sources of real time news, videos, information and entertainment features. [www.channelnewsasia.com](http://www.channelnewsasia.com) has been named by online intelligence company, Hitwise, as the Number one TV website in Singapore for three successive years since 2005.

The channel's second feed, Channel NewsAsia (International), was launched in September 2000. Its satellite footprint stretches from the Middle East, South Asia, Southeast Asia, Northeast Asia to Australia.

Channel NewsAsia is managed by the news arm of MediaCorp, Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies and digital media. MediaCorp's vision is to become Asia's top media company, delivering valued content to the world.

For more information, please visit Channel NewsAsia's website at <http://www.channelnewsasia.com>

**About Stratagem Consultants**

Stratagem Consultants Pte Ltd is one of Asia's leading communications firms offering companies and government bodies specialist advice on corporate, financial and governmental issues to help them position themselves strategically in the mindsets of their stakeholders, the investing community and the public-at-large.

Headquartered in Singapore, Stratagem Consultants has a proven track record in advising, planning and executing successful communication programmes for clients from diverse industries and spanning Asia's key growth markets in Singapore, Malaysia, Thailand, Indonesia, India, Japan, Vietnam, Middle East and North Asia - including China, Hong Kong and Taiwan.

For more information, please visit Stratagem Consultants' website at <http://www.stratagemconsultants.com>

## **Annex**

### **Asian Dragons Rising (Season 4)**

**Premiering Monday 2<sup>nd</sup> March 2009 on Channel NewsAsia**

#### **1. TAKA Jewellery Pte Ltd**

TAKA Jewellery was founded and established in Singapore in April 2001, in alliance with Metallic Refining Enterprise Pte Ltd. From a single store in Clementi, the company has grown to an islandwide network of 26 stores. Its founding vision is to share the joy of fine jewellery with as many women as possible, and appealing to the mass market, from housewives to corporate executives and tourists.

The company's bold pricing policy relies on slim profit margins, bulk purchasing power and a short supply chain with no middle man, keeping its markups as low as possible. It also buys quality diamonds in bulk. Taka is a manufacturing jeweller and makes its own pieces rather than source for them.

TAKA Jewellery is also a leading exporter of diamond jewellery and regularly participates in international jewellery exhibitions and trade fairs in the US, Middle East, Switzerland, Istanbul, Italy, Hong Kong, South Korea and Thailand. It exports to more than 40 countries worldwide. It also has sales offices in Hong Kong and Dubai. Its first overseas retail outlet was opened in Hong Kong in August 2008 and within a short period of 3 months, it opened its second outlet there.

#### **2. Union Energy Corporation**

Union Energy aims to maintain its position as market leader in the Liquefied Petroleum Gas (LPG) process and operations striving to be a world-class quality energy provider.

The LPG industry has evolved tremendously since its early days. From its early days as a small setup till today, UE has come a long way. Today, it is a market leader in the LPG business, possessing more than 30% market share in the industry.

#### **3. Sineurope Pte Ltd**

Established in 1981, Sineurope Pte Ltd is one of Asia's biggest suppliers of premium seafood products, serving customers and business partners, mostly located in North Asia (including China, Hong Kong and Taiwan).

It has received awards from Enterprise 50, an organization celebrating the successes of the top fifty Singapore-based enterprises. It was also recently ranked Number One on International Enterprise (IE) Singapore's Top 10 Internationalising Small and Medium Enterprises, and was awarded the 2009 Singapore SME 500 Award for Sales Turnover Excellence.

#### **4. Lorna Whiston Schools Pte Ltd**

A command of the English language is considered key to success in an increasingly borderless world. Since 1980, Lorna Whiston Schools Pte Ltd (LWS) has been the go-to brand in Singapore for premium English language education for students aged 3 to 16 years.

The company now runs three English language centres, two speech & drama centres, a preschool that offers bilingual curriculum, and a language school for overseas students in the Republic, as well as a thriving language centre in Kuala Lumpur, Malaysia. These schools are operated in tandem with a corresponding range of teacher training and development programmes for language instructors and classroom practitioners in both countries. Lorna Whiston Schools also has a partnership with the prestigious University of York, UK, offering a distance Master's Degree in Teaching English to Young Learners.

The company, a Singapore Quality Class awardee, recognises the demand for its programmes and for its dedication to educational excellence well beyond its present markets. It takes great care, to work only with partners who share its philosophy that any education business should be a long-term one in which the child must always come first.

#### **5. SH Donut Empire Pte Ltd**

Donut Empire™, the premier donut chain in Singapore, offers a wide variety of freshly made gourmet egg-free donuts everyday. The company is Halal-certified, and its donuts are made with the finest ingredients to achieve remarkably soft and smooth textures with delicate and creative designs.

A wide selection of signature roasts and international blends of coffee and tea are also available at Donut Empire™ Café outlets. Donut Empire™ is now expanding to Dubai, China, Brunei, Malaysia, Singapore, Indonesia and India.

More information is available at [www.donutempire.com.sg](http://www.donutempire.com.sg).

#### **6. EASB (East Asia Institute of Management)**

EASB, founded in 1984, and currently one of the top Private Education Organisations (PEOS) in Singapore, offers academic programmes under four broad schools - School of Hospitality, Tourism & Leisure Management, School of Business, Management & Accounting, School of Postgraduate Studies and School of Business English.

EASB has also attained the prestigious Casetrust Certification and the Singapore Quality Class for private education organisations (SQC-PEO) certification since 2003, and is also the only PEO here to run Asian campuses for two well-known UK universities – UWIC and Queen Margaret University

## **7. AETOS Security Management Pte Ltd**

Aetos is one of the fastest growing security service agencies in Singapore with integrated solutions custom-fitted to the distinct security and protection needs of a wide client base. Aetos was established in 2004 through the merger of CIAS, PSA and ST Kinetics's Auxiliary Police Force which possesses many years of operational and functional experience in aviation, key installations and maritime security.

Aetos has earned a reputation for being the professionals behind the armed and unarmed security force in Singapore's airports, ports and key defence facilities. Leveraging on these strengths, Aetos has integrated its training and consultancy, event and asset security management, and a host of other professional integrated security services in order to provide a comprehensive range of solutions to their clients from a wide variety of industries.

The Aetos team comprises leading practitioners in the police force and public service entities with high security know-how and expertise. It has the stability, power, authority and confidence to address any security need and to customise solutions for their clients.

## **8. Suntec Singapore International Convention & Exhibition Centre**

Officially opened on 30 August 1995, Suntec Singapore is a world-renowned, international venue that has the perfect location for meetings, conventions and exhibitions.

While it is only 20 minutes away from Changi International Airport, Suntec Singapore is situated in the Central Business District, and it sits at the heart of a self-contained and totally integrated events infrastructure.

Suntec Singapore also offers direct access to 5,200 hotel rooms, 1,000 retail stores, 300 restaurants and the region's new centre for the performing arts, Esplanade – Theatres on the Bay.