



## MEDIA RELEASE

### **Channel NewsAsia unveils third series of *Asian Dragons Rising* with a forum on The Rise of Asian Brands**

**Singapore, 29 September 2008** – Asia is touted as the growth engine in the years to come, and Asian brands and companies have to prime themselves to ride this economic wave. Channel NewsAsia, in collaboration with Stratagem Consultants, is presenting some of the region's prominent names in a fresh new television series of *Asian Dragons Rising*.

This is the third in a successful series that will feature nine companies hailing from healthcare to facilities management to real estate fund management, IT, energy conservation, travel, hospitality training and management, education and real estate investment. They will share their success stories in five episodes, starting from 1<sup>st</sup> October 2008 on Channel NewsAsia.

The nine companies in *Asian Dragons Rising III* are:

- Haw Par Corporation
- United Premas
- Pacific Star
- Webvisions
- V-Kool International
- ASA Holidays
- SHATEC Institutes
- Modern Montessori International
- Hong Fok Corporation

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

*Asian Dragons Rising III* is launched during a very challenging global environment. Not only are nations faced with some of the most difficult economic times, but many of them are also encountering changes in government and very dramatic political developments. It is timely that some very strong Asian companies with enduring brands will be featured in *Asian Dragons Rising III*. The series will uncover these Asian gems so that

audiences throughout the region can share some of their secrets on surviving and even thriving in the midst of crisis,” said Ms Tham Moon Yee, Managing Director of Stratagem Consultants.

Mr Woon Tai Ho, Managing Director, News, MediaCorp, which manages Channel NewsAsia, adds, “We are delighted to launch this third series, just four months after we last profiled some successful names. In all, we would have told the stories of 30 great companies. Channel NewsAsia’s target audience is the affluent adult decision makers, so it’s not surprising that entrepreneurs with riveting stories to share will continue to intrigue this set of TV audiences.”

In celebration of the launch of *Asian Dragons Rising III*, Channel NewsAsia is organizing a panel discussion on “The Rise of Asian Brands”, facilitated by Singapore Management University’s Associate Professor John Davis, Director of the Centre for Marketing Excellence. Professor Davis has just published a book called “The Olympic Games Effect on Marketing”, and will aptly bring to the discussion current strategic approaches to event marketing and examples from the just-concluded Games.

Helping him to demystify the issues of branding and marketing are distinguished panelists, who themselves represent strong and heritage brands. They are Mr A.K. Han, Director and General Manager, Haw Par Healthcare, Dr Steven Chua, Chief Executive of SHATEC Institutes, and Mr John Kyriakou, Regional Creative and Management Partner, Saatchi & Saatchi.

Issued by Stratagem Consultants and Channel NewsAsia.

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### **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>

### **About Channel NewsAsia**

Established in March 1999, Channel NewsAsia 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 for professionals and executives working, living and investing in Asia. [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 has over 55 products in four languages (English, Mandarin, Malay and Tamil), including online classifieds, Internet TV-on-demand and High Definition TV broadcast. Winner of numerous international awards and accolades including Asia Television's Broadcaster of the Year, 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>

## **Annex 1**

### **1. Haw Par Corporation Ltd**

Haw Par Corporation Limited has been listed on the Singapore Exchange since 1969. The Group's core healthcare and leisure businesses promote healthy lifestyles through its healthcare products, and oceanariums. Haw Par's healthcare products are manufactured and marketed under its various established brands such as Tiger Balm and Kwan Loong. Its renowned ointment Tiger Balm and product extensions such as Tiger Balm Medicated Plaster, Tiger Balm Joint Rub, and Tiger Balm Neck & Shoulder Rub, are used worldwide to invigorate the body as well as to soothe away aches and pains.

### **2. United Premas Ltd**

UGL Premas is a leading total asset management company in Asia. Headquartered in Singapore, we have operations in Malaysia, Indonesia, Thailand, China, India, Qatar and UAE. With staff strength of 2000, we provide integrated facility management, engineering and corporate real estate services for commercial, industrial, retail, residential, township, institutional, sports and other types of facilities across Asia and Middle East regions

### **3. Pacific Star**

The Pacific Star Group is a Singapore headquartered real estate investment firm specialising in investment management, fund management, development, REIT management, asset management and private equity, for a premier global investor base spread across Asia, Europe, North America and the Middle East.

To date, the Group has over a dozen offices, subsidiaries and representative offices outside Singapore in cities such as Kuala Lumpur, Bangkok, Hong Kong, Beijing, Shanghai, Munich, Seoul, Tokyo, Sydney and New York and is one of Asia's fastest growing real estate investment houses, having advised and managed multi-billion dollar real estate transactions since its inception in 2001.

The Group manages a suite of funds, namely the US\$600 million Baitak Asian Real Estate Fund (a joint venture between Pacific Star Group and Kuwait Finance House), the US\$650 million Asian Real Estate Prime Development Fund which invests in prime development projects in key Asian cities, and the EUR1.2 billion Asia Real Estate Income Fund. The Group is also marketing the US\$500 PS Arrow Vietnam Fund which invests in Vietnam real estate (a joint venture with Alony Hetz, one of Israel's largest real estate holding companies) as well as the US\$500 million Enterprise Fund, an opportunistic-type fund focusing on investments into Asian real estate companies and platforms in different parts of capital structures. Earlier this year, the Group launched the US\$2 billion Pacific Star Fund Select Concept targeting Asian real estate under an umbrella fund structure.

Other notable investments facilitated by Pacific Star include the acquisition and divestment of a 50% interest in the Eureka Office Fund, Capital Square in Singapore, KL Pavilion in Kuala Lumpur, Gotenyama House in Tokyo, The Avatar Mall in Seoul, and Shui On Land in China which owns the renowned Xintiandi in Shanghai. For more information, please visit [www.pacificstargrp.com](http://www.pacificstargrp.com)

#### **4. Webvisions Pte Ltd**

Webvisions is Asia's premier hosting provider, serving over 20,000 businesses in over 40 countries. With its corporate headquarters in Singapore, Webvisions' global network provides its clientele with multiple hosting presences in India, Malaysia, Thailand, Philippines, Indonesia, Hong Kong, Japan, New Zealand, Australia and China. With their "One Host in Asia" programme Webvisions offers single-point advanced hosting throughout the Asia-Pacific with the promise of "One NOC, One SLA, One Account Manager" to its customers. Webvisions' corporate customer base includes Microsoft (Singapore) Pte Ltd, Asia-Pacific Breweries and DaimlerChrysler Southeast Asia and DHL Global Forwarding.

Webvisions is **ISO 9001 Certified** for the provisioning of hosting services such as virtual servers, co-location and dedicated servers, as well as managed services such as managed security, disaster recovery, system administration and content traffic management

#### **5. V-Kool International Pte Ltd**

V-KOOL® is recognized globally as the leader in providing daylight harvesting and energy efficiency solutions through advanced thin film coatings for architectural and automotive glass. To-date, 18 million car owners in close to 30 countries are enjoying the benefits of up to 94% heat rejection and reducing 2.4 million tonnes of CO2 emission with V-KOOL®.

Manufactured and processed in USA and Germany, V-KOOL® Technology has won numerous accolades globally, including the prestigious Top 100 Inventions of the Millennium by US Popular Science, Thailand and Taiwan Consumer Best Buy Awards, and China Top 10 Window Film Brands.

V-KOOL® provides a full suite of energy efficiency and heat control solutions for architectural glass through its endorsed brand, IQue. The anchor product of IQue, known as 53 GII, is a 2nd generation advanced coating which is world's first 10-layer coating of rare metals vacuum sputtered on top 1% grade of polyester to produce a thin film which gives absolute balance of lighting and heat control for effective luminous efficacy. IQue can be found in prestigious buildings worldwide such as American Institute of Architects (USA), Brain & Mind Research (Australia), Tan Tock Seng Hospital (Singapore), Tokyo Sea Life Park (Japan) and others.

#### **6. Asa Holidays**

Air Sino-Euro Associates Travel's strength lies in its rich and extensive travel experience accumulated for more than 100 years. Many of its team members have been in the trade for over a decade, with its key management boasting of more than a quarter century of experience in worldwide travel. Like good old wine in a new bottle, it is a new-age agent in a brand new packaging yet full-bodied with good flavour cultivated over the years

#### **7. Shatec Institutes Pte Ltd**

Since 1983, Shatec Institutes has built a sterling reputation as Asia's leading hospitality and tourism lifestyle institution. It has an extensive alumni of over 25,000 professionals across the globe, and has produced more chief executives, general managers, tourism entrepreneurs, executive and medalist chefs than any other institution in the region. Shatec Institutes' highly experienced faculty of consultants and educationalists take an industry

leadership role, offering fresh thinking and new capabilities in human capital development through its seven specialist institutes. These aim to cater to the evolving needs of emerging tourism lifestyle sectors in the new century. It has also played an instrumental role in shaping the tourism manpower landscape, receiving the prestigious “Most Outstanding Contribution to Tourism” award from the Singapore Tourism Board.

#### **8. Modern Montessori International**

The Modern Montessori International Group (MMI) was set up in 1989 to introduce the Montessori Method of Education to Singapore. Today, MMI has grown to encompass 32 centres including 25 pre-school centres in Singapore and 2 full-fledged pre-school teacher-training school.

The MMI brand name is equated with a stamp of quality and assurance. MMI achieved many prestigious accreditations like ISO 9001:2000, Singapore Quality Class (SQC), Singapore Quality Class for Private Education Organisations (SQC-PEO), Singapore Franchise Mark, Open and Distance Learning Quality Council Accreditation (UK), British Accreditation Council, (BAC), etc.

Today, MMI has made inroads into many countries in the Asia-Pacific region like Malaysia, Thailand, Indonesia, India, Sri Lanka, Hong Kong, Australia and New Zealand. The vast experience accumulated in the last 20 years has ensured smooth replication of business and operation models in those countries.

#### **9. Hong Fok Corporation Limited**

Hong Fok Corporation is a public company listed on the Stock Exchange of Singapore. The Principal activity of the Company is that of investment holding whose subsidiaries are primarily engaged in property investment, property development, property management and investment holding and management.

The company's properties include the Concourse, a 41-storey commercial and residential complex, which consists of an office tower, shopping mall, and serviced apartment comprising a gross floor area of 105,754 square meter; and the International Building, a 12-storey commercial complex comprising offices, retail shops, and food and beverages outlets with gross floor area of 14,776 square meter. Its development properties include Jewel of Balmoral, a 10-storey residential development and ten@suffolk, a part 13/part 15-storey residential development

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## **Annex 2**

### ***Asian Dragons Rising III***

<b><u>1st Telecast</u></b>	<b><u>Singapore Feed</u></b>	<b><u>International Feed</u></b>
Episode 1 : Oct 1	Wed, 7.30pm	Wed, 9.30pm
Episode 2 : Oct 8	Wed, 7.30pm	Wed, 9.30pm
Episode 3 : Oct 15	Wed, 7.30pm	Wed, 9.30pm
Episode 4 : Oct 22	Wed, 7.30pm	Wed, 9.30pm
Episode 5 : Oct 29	Wed, 7.30pm	Wed, 9.30pm

<b><u>Encore telecasts</u></b>	<b><u>Singapore Feed</u></b>	<b><u>International Feed</u></b>
2 <sup>nd</sup> Telecast	Thu, 1230am	Thu, 12.30pm
3 <sup>rd</sup> Telecast	Thu, 10.30am	Fri, 4.30pm
4 <sup>th</sup> Telecast	Fri, 2.30pm	Mon, 6.00pm

Note : Telecast times are GMT + 8