



- HOME
- ASIA PACIFIC
- SINGAPORE
- WORLD
- BUSINESS
- SPORT
- TECHNOLOGY
- ENTERTAINMENT
- SPECIAL REPORTS

BLOGS

YOURnews

7 Day News Archive
M | T | W | T | F | S | S

Search

RSS [Mobile News e-newsletter](#)

- 10th Anniversary**
- Video
- Finance
- Features
- Weather
- Travel
- Discussion
- TV Shows

[CNA Live](#) | [About Us](#)

SINGAPORE NEWS

[E-mail this page](#) [Print this page](#)

Channel NewsAsia launches fourth series of "Asian Dragons Rising"

Posted: 27 February 2009 1446 hrs

SINGAPORE: Channel NewsAsia has launched the fourth series of "Asian Dragons Rising".

Eight companies, with strong brands ranging from jewellery, energy, food, education to security specialists and convention venues, will share their entrepreneurial success stories with the channel's regional audience in this TV series.

The eight are Taka Jewellery, Union Energy Corporation, Sineurope, Lorna Whiston Schools, SH Donut Empire, East Asia Institute of Management, AETOS Security Management and Suntec Singapore.

At the launch on Friday, organisational strategist Manoj Sharma shared his insights on branding in Asia and gave tips on organisational branding.

Mr Sharma, founder and CEO of international consultancy firm DifferWorld.com, said: "What makes an organisation world class? The basic criteria would be, if you take any local organisation, put it anywhere in the world and if it can be a brand that is recognised on par with the rest of the world, that organisation – by definition itself – is world class."

He added that when an organisation builds its brand and appeals to individuals, it is a world class brand.

Companies like Taka Jewellery also gave valuable pointers at the launch.

"We will leverage on the fact that in this economic downturn, we are able to purchase diamonds and gemstones at an even lower price. With that, we are ready to pass on all the benefits to the customers internationally and locally," said Julia Tan, general manager of Taka Jewellery.

Dr Tan Jing Hee, executive director, East Asia Institute of Management, said: "Our strategy is to produce graduates who are readily employable; graduates who are able to link themselves to the professional organisations that they join. When the economy recovers, they will be best placed to take advantage of the opportunities that will arise from this recovery."

Woon Tai Ho, managing director of News, MediaCorp, which manages Channel NewsAsia, said: "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."

Produced in collaboration with Stratagem Consultants, the series will air over four weeks on Channel NewsAsia, starting from Monday, March 2. - CNA/al/vm



Photos 1 of 1

Video



ADVERTISEMENTS

ARE YOU A TEACHER?

GRADUATE DIPLOMA PROGRAMS

- Social Psychology & Counselling
- Global Marketing and Branding
- Human Capital Development
- Finance & Risk Management

www.cuny.edu.sg

The City University of New York

[E-mail this page](#) [Print this page](#)

Ads by Google

SIM GE-UB Degree
Get a Fully Recognised Degree from University at Buffalo at SIM Now!
sim.edu.sg/University_Buffalo

Singapore ENT Specialist
Leading Ear Nose Throat Specialist, Dr Kenny Pang. Call 6510-1977 Now!
www.PacificSleepCentre.com

Dell SG - Official Site
Great Dell Computer Offers with Intel® Core™2 Duo. Buy online now!

www.Dell.com/SG/Computer

OTHER SINGAPORE NEWS

- Parents identify body of NTU student who stabbed professor
- Channel NewsAsia, website available on iPod touch & iPhone
- Drug discoveries set to grow in region, attracting more R&D centres into S'pore
- Earth Hour Singapore challenge still way short of participant target
- Singapore renews offer to help Gaza reconstruction
- AirAsia launches 4 new routes between Singapore and Indonesia
- Trial of man accused of threatening to hurt MP adjourned
- CLASS scheme enables diploma, non-degree personnel to further studies
- Continued service excellence will give Changi competitive edge
- Woman falls to her death, former boyfriend found with arm injuries
- Foreign Minister George Yeo to visit Indonesia from Mar 3-5
- Cancer society's colorectal screenings helped save 123 lives
- Queenstown landlord posts details of errant tenant
- Revised Registers of Electors open for inspection from March 3-16
- Channel NewsAsia turns 10
- More seniors encouraged to volunteer in Singapore
- Asian Youth Games to broadcast events via Web
- President's Challenge gets S\$50,000 from SICCI

Affiliate Sites:

 **TODAYonline.com**
A MEDIACORP Interactive Media

 **mocca.com**
A MEDIACORP Interactive Media

 **新动网**
A MEDIACORP Interactive Media

 **亚洲新swire**
全球财经快讯

 **TELETEXT**

 **958**
CAPITAL NEWS

 **938**
LIVE

[About Us](#) | [Contact Us](#) | [Advertise with Us](#) | [Terms & Conditions](#)

Copyright © 2009 MediaCorp Pte Ltd. All Rights Reserved.

Use of this Site is subject to our terms and conditions of use. Your continued use of this Site shall be construed as your agreement to abide by our terms and conditions of use.