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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



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