Singaporean Eddie Chng Wins Award
First Asia-Europe Young Entrepreneurs Forum

Berlin, Germany, 8 – 9 October 1999

Mr Eddie Chng, 37, CEO of Serial System Ltd, has won an ASEF AEYEF Award at the recently concluded Asia-Europe Young Entrepreneurs Forum (AEYEF). Two other AEYEF Awards were also presented to Dr Carsten Müller, from Germany and Mr Jukka Mansikka, from Finland. The Awards recognise young entrepreneurs who have made substantial contributions to promote business ties between Asia and Europe.

Serial System Ltd, Singapore specialises in optical rewritable multimedia products. The company has developed chips, firmware and system hardware products for optical archival. It will be one of the world’s first companies to produce a video disc recorder that will enable users to record from TV, Camcorder, LD and VHS into a CDR disc.

Dr Müller is Managing Director of Lingk & Sturzebecher GmbH, which focuses on the invention and production of new hydraulic technology and light weight structures. Mr Mansikka is Managing Director of Netpoint International Ltd, which serves Nordic companies entering into Asian markets by headhunting for Area Managers.

The AEYEF, jointly organised by ASEF, Japanese-German Centre Berlin (JGCB) and the Delegate of German Industry and Commerce in Singapore, brought together 50 young successful entrepreneurs from ASEM member countries. The participants exchanged views on how to better understand different business cultures, to improve existing business environments and to achieve closer co-operation in the future.

Distinguished industry leaders, including Dr Hermann Rodler (Vice President, Siemens), Dr Zhu Hai’an (Chief Engineer, DAP Engineering, Philips), and Dr Kai-Henrik Barth (Sony Europe) chaired discussion sessions that focused on the Telecommunications, Multi-Media and Intelligent Building Technology sectors.

For more information on the Award winners and the Forum, please contact the following:

Mr Andreas Sieren  
Project Manager, People-to-People Exchange  
Asia-Europe Foundation  
Tel 65 838 4715  
Fax 65 732 4371  
Email andisieren@asef.org

Dr Wolfgang Brenn  
Head, Project Management  
Japanese-German Center Berlin  
Tel 49 30 83907 154  
Fax 49 30 83907 220  
Email wbrenn@jdzb.de

ASEF seeks to promote better mutual understanding between Asia and Europe through greater intellectual, cultural and people-to-people exchanges. For details, please visit http://www.asef.org.