

Better Science Communication In Asia

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Uniquely positioned as both scientifically qualified and media savvy, Asian Scientist Intelligence helps science and technology organizations capture new opportunities in Asia.



AsianScientist (Jul 29, 2014) – Science and technology organizations can now look forward to better science communication services with the launch of Asian Scientist Intelligence (ASI), Asia’s first full-service science PR communication firm.

Drawing on their experience running Asian Scientist Magazine since 2011, ASI offers a comprehensive suite of services including communications strategy planning, media partnerships, corporate identity and branding, and bespoke publishing projects. These services have been well-received by industry and academic clients and partners, including Agilent Technologies, Hays Life Sciences, Singapore Management University Office of Research and the National Research Foundation of Singapore.

Mr. Max Phua, Managing Director of ASI, said, “In 2011, business expenditure on R&D in Asia overtook the United States for the first time. I am pleased to be part of this exciting new venture that opens up possibilities for high-tech companies to take their brands further.”

In addition to directing the long-term strategy and operational performance of ASI, Mr. Phua is also Executive Director of World Scientific Publishing Company, which is headquartered in Singapore and has offices in New Jersey, San Francisco, London, Beijing and Shanghai.

Dr. Rebecca Tan, Managing Editor of ASI, said, “In our unique position as both scientists and journalists, we play an important role in bridging this gap and ensuring that the right message reaches the public. Asian Scientist Intelligence was born to fill a serious void in the market, where science and technology companies had nowhere to turn for their specialized communication needs.”