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Uniquely positioned as both scientifically qualified and media savvy, Asian Scientist Intelligence offers a comprehensive suite of communications and public relations services to science and technology companies in Asia

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SINGAPORE, July 29, 2014 – Asian Scientist Intelligence (ASI), Asia's first full-service science public relations (PR) communications firm, has announced its official launch on July 29, 2014.



Headquartered in Singapore, ASI is a PR consulting firm whose mission is to support R&D and technology organizations in communicating with stakeholders and the public. Their team consists of PhD-level scientists and professional journalists, and draws on their experience working on Asian Scientist Magazine, a premier print and online magazine covering R&D in Asia.

Services offered by the company include communications strategy, media partnerships, corporate identity and branding, and bespoke publishing projects. Industry and academic clients and partners include Agilent Technologies, Hays Life Sciences, Singapore Management University 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."