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# MILLIONAIREASIA ENTERS TAIWAN

Taiwan is the 8th country and the 9th edition launched in 8 years.



**M**illionaireAsia's 9th edition, and its first to be published in Mandarin and English, made its debut in Taipei with much fanfare on June 14, 2013 witnessed by over 300 specially invited local and international guests and benefactors.

Within a span of 8 years, privately-owned MillionaireAsia group, has grown to become one of the world's fastest growing concept media titles, having launched 9 local editions, through its franchise model, in Singapore, India, Indonesia, Malaysia, Japan, Macau, Hong Kong, Vietnam and now Taiwan. The MillionaireAsia brand has registered its trademark in 23 countries.

The MillionaireAsia Taiwan's debut event was held in the private penthouse suite of the wealthy owners of Bellavita, an upscale 9-storey complex housing luxury fashion boutiques and Michelin restaurants.

Taiwan has a population of 23.3 million people, and the percentage of millionaire households – those with a

Million USD or more in assets, is 4%. That translates to 312,000 millionaire households in Taiwan in 2012.

Founder and owner of MillionaireAsia, Brian Yim congratulated businesswoman, Yvonne Liow for having the dare and gumption to secure and invest in the MillionaireAsia Taiwan franchise and for staging a successful launch in Taipei.

Brian commented: "MillionaireAsia is not merely about the media, events and membership business. We build different platforms to connect with our database of 140,000 high net worth individuals (HNWIs) and more importantly, to bring concrete value and measurable ROI (return on investments) to not just our advertisers and sponsors but also to our MillionaireAsia readership as well. With so many millionaires here in Taiwan, this is definitely the right place for us to be in."

Seeing the value of its close relationship with an extensive, multi country HNWI connections, MillionaireAsia is increasingly being commissioned

to invite its readership for investor presentations, exclusive previews, pre IPO road shows, private share placements and exclusive networking sessions for enterprise funding across a broad range of sectors from diamond and gold mines to coal mining, real estate, technology, film, digital, gaming and application businesses-e-commerce and more.

As an entrepreneur with businesses in Singapore and Taiwan involved in the travel and lifestyle sectors, Yvonne operates in the Greater China region over the last 6 years and she views

Taiwan as a springboard into the vast China market. She said: "I believe in the Chinese presence and global positioning. Naturally, I chose Taiwan as one of the only two largest and predominantly Chinese countries in the world to launch MillionaireAsia Taiwan. The potential of the great Chinese market opens the door for us all globally and definitely in Taiwan."

Commenting on the MillionaireAsia Taiwan launch issue, Yvonne added: "I am proud to launch this edition which is special because it is our group's very first bilingual Mandarin and English edition!

Auspiciously, Taiwan is also our group's 8th country and 9th edition regionally.

Following its entry into Taiwan, MillionaireAsia is expecting to launch another 2 editions before the end of 2013, pushing up the number of dedicated editions to 11.



Attendees at MillionaireAsia Taiwan launch



Yvonne Liow, managing director, gives her opening address



A lion dance performance added a gift of prosperity to the event.



Reggie Wu



Martin Tan



Tony Hsu



Yvonne Liow, Mrs Han



Jack Lin, Amber Huang, Alan Poh



Yvonne Liow, Vivian Hsu, Catherine Hsu



The director and owner of BELLAVITA, Anita Leung (first from right) mingling with MillionaireAsia staff and guests.



Stephen Chen, Jessica Chen



Mr & Mrs Brent Craggs



(From left to right) Norman Chen, Andy Chen, Kelvin Tan, signing in for the event.



Yvonne Liow, Martin Tu, Jay Lin, Lee