

# A FLYING START

**MILLIONAIRE ASIA** takes off

**M**illionaire Asia's much awaited launch party, in a private jet hangar, took off amidst great weather, and an extraordinary setting for the 480 guests who took time to to celebrate the magazine's inaugural issue. ■ The launch party, held on May 13, beside Seletar Airport was befitting of the jet-setting guests who arrived in their super sports cars — Lamborghini, Porsche, Maserati and Ferarri and also those who were chauffeured-driven in their Rolls Royce and Bentleys. ■ The Ambassadors and High Commissioners from Canada, His Excellency Mr Alan Virtue, South Africa, Her Excellency Ms Zanele Makina, and Saudi Arabia, His Excellency Dr M Amin Kurdi, also graced the event. ■ The operating hangar, which could fit up to 6 aircraft simultaneously, was transformed into a veritable party venue, with oriental lanterns hanging from the ceiling, private hospitality pavilions, live orchestral music and fairy lights. ■ *Millionaire Asia* ([www.millionaireasia.com](http://www.millionaireasia.com)) is a newly launched publication dedicated to the celebration of the Millionaire lifestyle where money is no object. Its readers are multi-millionaires and the magazine is distributed on a strict controlled circulation basis to readers in Singapore, Malaysia, Indonesia and Thailand. ■ The guests were invited to board and tour the private jets, get behind the wheel of several Lamborghinis, get a feel of the latest Harley Davidson models



HER EXCELLENCY MS ZANELE MAKINA OF SOUTH AFRICAN HIGH COMMISSION



or take a swing on the golf simulator. ■ The unique *Millionaire Asia* event captured the essence of the lifestyle of millionaires and embodies the adventurous, exciting and gregarious spirit of high achievers, the readers of *Millionaire Asia* magazine. ■ Nomura Singapore was the main sponsor of the *Millionaire Asia* Launch Party. The other sponsors were Lamborghini, Harley Davidson Singapore, My Jet, Jet Golf Australia, Jet Aviation, Vertu, Bang & Olufsen, Seesh Beach Villas, Bali and Club Privare. Indo-Chine was the official bar and restaurant. ■



ABOVE: PRIVILEGED PARKING FOR THE OFFICIAL CAR OF THE EVENT: LAMBORGHINI

BELOW, FROM LEFT: SHARON TOK, LINDA LIM, SUT'L'S ARTHUR TAY AND IB PARTNERS' JOHNSON TAN



ABOVE, FROM LEFT: LEE WAI-CHING, LADY SHARI A SHAZELL AND LORD JOHN E SHAZELL

"Perfect! Well done."  
Daniel Chiu, Managing Director,  
VShips Asia Pacific.

**LAUNCH PARTY  
MILLIONAIRE ASIA  
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"The *Millionaire Asia* event is great opportunity for business collaboration and we can see that the guests are all having a fantastic time mingling as well!"

Andy Goh, Director of EuroSports Auto, and franchisee of the Lamborghini brand in Singapore

"It looked like it was going to be a great event and it didn't disappoint. I'm glad I made the decision not to drive!"

Wong Su-Yen, Managing Director, Mercer

BOBBY HIRANANDANI: ME AND MY LAMBORGHINI



TOASTING MILLIONAIRE ASIA. FROM LEFT: VERTU'S ERIC LEE, HARLEY-DAVIDSON'S FRANK R ALBRECHT, MYJET'S LOGAN RAVI, NOMURA SINGAPORE'S KOKI MIURA, MILLIONAIRE ASIA'S BRIAN YIM, EUROSPORTS ALTO/LAMBORGHINI'S MELVIN GOH, INDOCHINE'S MAX/MILLIAN STENGL, BANG & OLUFSEN'S DANNY CHAN, SESEH BEACH'S RICHARD MCCANDLESS, JET AVIATION'S GEOFFREY HOPKINS AND JETGOLF AUSTRALIA'S MARK MARSH.

"What a great night it was—the private jet was stunning, the crowd beautiful and the Lamborghinis were just unreal! Kudos to you and the team! We hope to be able to work with *Millionaire Asia* in the near future."

Rina Yazid, Grand Hyatt Singapore

RICHARD MCCANDLESS OF SESEH BEACH WITH A POTENTIAL CLIENT



ABOVE: MRS & MR HENRY WONG AND MR & MRS CHARLES CHAN

"The *Millionaire Asia* launch party was tastefully done and the ambience very relaxed. It is a creative event I felt, for guests to congregate for a night of fun and drinks! "

Mr Koki Miura, President & CEO, Nomura Singapore.

FROM LEFT: GRACE ZHOU, DANNY CHAPLIN AND MILLIONAIRE ASIA'S PHYLLIS KOH.



TEAM NOMURA, ABOVE, FROM LEFT: TSUKASA MIYACHI, HO TSU JUNG, MAESAKA KIYOMI, KAN NOMURA, TERESA WEE, YENAI NG, SERENE ZHENG AND KOKI MIURA



LAUNCH PARTY  
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BELOW, FROM LEFT: MARK MARSH, LINDA RUCK, LEE WAI-CHING AND MILLIONAIRE ASIA'S BRIAN YIM



“Absolutely entertaining. The minimalist decor and the array of toys! A very nice touch. It brings out the fun element of the lifestyle.”

Maximilian Stengal, General Manager, Indochine



NOMURA SINGAPORE'S KOKI MIURA

BELOW, FROM LEFT: GULFSTREAM'S JASON AKOVENKO, GULFSTREAM, SOBBY HIRANANDANI, ROYAL BROTHERS'S ASOK KUMAR AND MJET ASIA'S LOGAN RAVI



BELOW: FORMER DIPLOMAT TURNED ENTREPRENEUR ROBERT IRONMONGER OF CANADIAN IMMIGRANT INVESTOR SERVICES (CIIS)



STAMFORD LAND CORPORATION LTD'S C K OW, MILLIONAIRE ASIA'S PHYLLIS KOH, KYOCERA MITA AUSTRALIA'S DAVID J FINN

“I like the setting: casual yet with a touch of self exuberance present in all things. It's a great idea! The location is unique and the weather perfect for such an event”

Tan Cheow Hin, CH Partners

“Nice idea for a launch. Also nice to catch up with some friends.”

Arthur Tay, Chairman, SUTL and the upcoming marina, One'15



LOOQUE INTERNATIONAL'S CALVIN CHENG, MILLIONAIRE ASIA'S BRIAN YIM AND BANARMAI CAPITAL'S HO SHENG



ABOVE: LARRY JEWELRY'S CHARLES CHAN



THE MILLIONAIRE ASIA TEAM, FROM LEFT: PUBLISHER & MANAGING EDITOR BRIAN YIM, SENIOR MANAGER'S ALEX KHALIL, EMI CHAN, MIN NG, S.T. LENG, PHYLLIS KOH, ADRIAN QUEK AND OOI PENG EE

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"It was a pleasure to participate in *Millionaire Asia's* launch event, which from our observations appeared to be a great success."

**Geoffrey Hopkins, Senior Vice President/General Manager, Jet Aviation (Asia Pacific) Pte Ltd.**



EVELYN HO, KT GOH, SELINA TAN, JOHNNY LIM AND YUKI LEONG

**"It was a great night and I had a lot of fun. Let me know if you are organising another function!"**

**Patrick Wee, Managing Director, True Yoga**



ABOVE: BUSINESS OBJECTS' **FREDERIC MORAILLON, LINDA RUCK AND HANSAN LLOYD INTERNATIONAL'S ERIC BANKS**

RIGHT, FROM LEFT: **GIORGIO FERRARI'S DR GIORGIO FERRARI, MEE DIN CHEONG, MILLIONAIRE ASIA'S ALEX KHALIL, SERT SIMMALAVONG AND INDOCHINE'S MAXIMILLIAN STENGEL**



**Millionaire Asia wins positive response from readers**



"This is the first time I encounter *Millionaire Asia*. It exudes unparalleled sophistication, to say the least. Excellent concept."

**Jonathan How, General Manager, The Antique Room.**

"*Millionaire Asia* is a wonderful and informative piece of work. I saw many interesting articles. I wish you success."

**Astronaut Edgar D Mitchell, the 6th man to walk on the moon on Feb 5, 1971**



"*Millionaire Asia* has got a neat layout and comes with an adventurous feel in the editorial."

**Logan Ravi, Chief Executive Officer, MyJet.**

"Great job and very interesting slant to the publication."

**Chiet Husen Eng, Chief Executive Officer, One Communications Pte Ltd**

"*Millionaire Asia* Issue 1 Volume 1 is beautiful!"

**Sheilah Mitchell, CEO, SMPI (Sheilah Mitchell Productions Inc.)**



"*Millionaire Asia* is a very good magazine. You have done a brilliant job! Congratulations."

**Graham Bibby, Managing Director, Richmond Asset Management**

"Excellent work! and to think that it was put together in only 3 months, amazing!"

**Spencer Robinson, Editor, AsianGolfMonthly**

"First of all, I wish the launch of *Millionaire Asia* great success! I've read the inaugural issue and believe that your magazine will serve as an interesting periodical reflecting the lifestyle of high net worth individuals. Congratulations!"



**Mr Koki Miura, President & CEO, Nomura Singapore.**

"Congratulations on a superb inaugural issue!"

**Eric Tan, Chairman, JEL Corporation Holdings Ltd**



"Way to go! Something exciting and not the usual boring stuff that you see on the shelves that deals with luxury lifestyle"

**Amanda Riggis, owner of Villa on the Bay, Golden Bay, South Island New Zealand**

"I was very impressed with the issue of *Millionaire Asia* and especially the article about the Pantari Seseh villas caught my eye simply because that is exactly where I built my own private home six years ago."

**Willem Loots, PT. Seri Konsultan Manajemen, Bali, Indonesia**