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## FIRST MEDIA

Business: Its inception stemmed from a one-man studio, Lancer Design, established in 1989. With an early focus on developing and grooming creative services talent, it has nurtured more than 20 independent local and regional partner studios to date, each specialising in specific creative disciplines.

Founded by group chief executive officer, Mr Mark Phooi (below), First Media was established in 2002 as the holding company to these studios, and is Singapore's largest communications group. Its regional presence includes offices in six cities in Asia: Bangkok, Jakarta, Kuala Lumpur, Manila, Taichung and Shanghai.

It offers marketing communications solutions which include all aspects of marketing, from brand and design consultancy, to packaging design, publishing and public relations.

It has provided creative services and marketing solutions to a wide range of businesses cutting across different industries, from small and medium enterprises to multinational corporations, government ministries to statutory boards.

First Media recently bought a stake in Inspiration Design International School and is the only local communications group able to offer diploma and degree programmes in visual communications and interior architecture studies.

Turnover: \$8 million (2004)



PHOTO: FIRST MEDIA