

YEGAP celebrates 10 years of promoting entrepreneurship in the region

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Asia-Pacific Entrepreneur

What's Inside

Young Entrepreneurs Group meets in Hong Kong
page 2

Nominations now open for 6th Asia Pacific Young Entrepreneur
page 3

Makeup entrepreneur heals women's souls in Nepal
page 4

Young entrepreneurs turning Taipei into a creative hub
page 5

Entrepreneur's path to Serenitea
page 6

Ready, AIM, Fire: An Exclusive Entrepreneurship Course for a New Generation of Businessmen
page 8

Employee empowerment one key to entrepreneur's success
page 9

Message of the YEGAP Chairman

A happy New Year to one and all!

It is indeed a privilege that we share with you the 16th issue of the *Asia Pacific Entrepreneur*, the official newsletter of the Young Entrepreneurs Group of Asia Pacific (YEGAP). Yes, it has been 12 years, 16 issues and still counting!

The robustness of the YEGAP is a clear manifestation of your continued support and the importance you give to our committee. We therefore show our appreciation to you, our entrepreneur partners and co-advocates. For without all of you, we will not have been around for the past 12 years.

The YEGAP was built on the commitment of its members and the generous encouragement of the CACCI. From the day YEGAP established its presence in 2004, it has continuously worked on promoting a pro-enterprise spirit for young entrepreneurs among the Asia-Pacific country members of CACCI. This, of course, was made possible by our partnership with a reputable roster of associates and affiliates.

The YEGAP has since evolved into a dynamic group that is defined by a comprehensive expansion that involves the cooperation among CACCI members to help promote the development and growth of youth entrepreneurship; learnings from the experiences of those countries with strong entrepreneurial programs; listening to entrepreneur role models invited to speak at breakout sessions; passing on expertise from private sector to universities; and training and program simulations.

We start small but dream big. It is our hope that we will continue to find new sparks of inspiration that will translate into a more formidable entrepreneurial partnership – on solid ground.

We look forward to your unwavering support as we continue to grow in the next 12 years and beyond.

Anna Marie Periquet
Chairman, YEGAP



Young Entrepreneurs Group of Asia Pacific meets in Hong Kong

The Young Entrepreneurs Group of Asia Pacific (YEGAP) held a highly successful breakout session on the sidelines of the 29th CACCI Conference in Hong Kong on October 29, 2015.

Ms. Anna Marie Periquet, YEGAP Chairperson from the Philippines, welcomed the participants and expressed her appreciation for the continued support of the CACCI to the YEGAP. She also thanked the Kowloon Chamber of Commerce for hosting the 29th CACCI Conference. She reiterated that YEGAP will continue to serve its members and affiliates by providing them with advocacy, networking activities and entrepreneurial undertakings in the region.

Ms. Periquet was joined by three distinguished panel members namely **Mr. Samir Modi**, Senior Vice President of CACCI and Executive Director of KK Modi Group; **Mr. Song Hoi See**, Founder & CEO, Plaza Premium Group; and **Dr. Andy Wong**, Assistant Dean, Chinese University of Hong Kong.

More young entrepreneurs and start-up businesses are taking an active role in the Asia-Pacific region today, said Ms. Periquet. The creation of ministries of entrepreneurship by various governments is proof that there is an increase in the number of entrepreneurs doing business in the region. Further, YEGAP members and affiliates have increased significantly in the last years.

She added that the promotion and development of the entrepreneurship movement,



(from left to right) Dr. Andy Wong, Mr. Song Hoi See, Ms. Anna Marie Periquet and Mr. Samir Modi discuss during the YEGAP breakout session on October 29 in Hong Kong.

particularly youth entrepreneurship, helped transform the Asia-Pacific economy to one that is vibrant, competitive and integrated to the world market. The youth entrepreneurship movement has become widespread in Asia-Pacific, as the private sector has envisioned an agenda and plan of action for the purpose of encouraging more entrepreneurs to thrive.

Ms. Periquet underscored the importance for the region to adopt a common agenda that unleashes the entrepreneurial spirit among the youth to include Entrepreneurship Education; Credit Assistance and Lending; Role Modeling and Mentoring; Business Plan Development and Training; Market Syndication and Linkage; and Business Information Network.

YEGAP will continue to pin its hopes on the strength of entrepreneurs whose diverse enterprises continue

to serve as the anchor to business and economy; and the YEGAP will continue to serve as an effective venue to implement suitable programs that are available to young entrepreneurs in the region, concluded Ms. Periquet.

Mr. Modi, shared his business experience and practices as Executive Director of the K. K. Modi Group, as well as in his numerous business undertakings, namely: Godfrey Phillips India Ltd.; Indofil Industries Ltd.; Twenty Four Seven Convenience Stores; Colorbar Cosmetics Private Ltd.; Modicare Private Ltd.

Mr. Modi is recognized in India for his business acumen in turning around brands, products and corporations into profitable business ventures. He is also credited as the brains behind India's first of its kind 24-hour convenience store.

Continued on next page

Asia-Pacific Entrepreneur

A publication of the Young Entrepreneurs Group of Asia Pacific

Nominations now open for 6th Asia Pacific Young Entrepreneur

The Confederation of Asia-Pacific Chambers of Commerce and Industry (CACCI) announces the launching of the 6th Asia Pacific Young Entrepreneur Award. The award will be presented at the 30th CACCI Conference in Taipei to be held in late November this year. CACCI is requesting all primary members to submit their nominations.

The 6th Asia-Pacific Young Entrepreneur Award

Inaugurated in 2006 to commemorate the 40th anniversary

of CACCI, the Asia Pacific Young Entrepreneur Award – which is presented every two years – aims to honor excellent young entrepreneurs in the Asia Pacific Rim who are not only successful in their business, but also advocate corporate social responsibility for the good of their country.

The award is open to female or male entrepreneurs below 45 years of age, nominated by any CACCI primary member. The nominee must be engaged in his/her country-based or international-based profit organization and actively involved in a business-related non-profit organization or in a CACCI

primary member country's activities.

He or she must exercise excellence in entrepreneurial and business leadership, and must be regarded in his or her country with integrity and known for practicing good business ethics.

For a complete list of criteria, rules and nomination process, email the CACCI Secretariat at cacci@cacci.biz



Continued from page 2

Mr. Modi described himself as an “unorthodox and rebellious” entrepreneur. He stated that a true entrepreneur has the “guts” and courage to believe in something and take it in; focuses on good products; goes with his heart and mind; takes the risk and takes the belief; and invests in research and development.

Mr. Song Hoi See has made a huge impact in Hong Kong's airport industry as the Founder and Chief Executive Officer of Plaza Premium Lounge Management Limited. All it took for him to transform the airport industry of Hong Kong and to establish the world's first Airport Pay-in Lounge at the Hong Kong International Airport was to experience losing his airport lounge privileges when he started flying economy class. Mr. Song shared that the most successful entrepreneurs are those who turn challenges and trials into windows of opportunities.

Dr. Wong shared that prior to

his pursuit of an academic career, he was an award-winning creative director at major ad agencies. He has vast expertise in consumers' perception of knowledge, stereotypes, marketing and the use of consumption language in entrepreneurship.

He reminded all entrepreneurs to prepare for mistakes because mistakes prompt innovation. One must learn from mistakes. With bad experiences, business windows open. He enumerated the components to successful entrepreneurship: Teamwork, Innovation, and Excellent Service.

He also stated that success is a journey and not a destination. Success is not measured by money. Dr. Wong concluded his presentation by sharing his food for thought for entrepreneurs: (1) persistence and perseverance; (2) do not walk away from crisis; (3) lead by example.

The open forum was dynamic and participated in by the participants. Discussion focused on YEGAP

activities, including the following:

- a. Membership Expansion and Networking - The YEGAP welcomed new members: Kowloon Young Entrepreneurs Group and the Chinese University of Hong Kong Business School;
- b. 6th Asia Pacific Young Entrepreneurs Award
- c. Publication of the Next Editions of YEGAP Newsletter;
- d. Inputs for the YEGAP Website;
- e. Date and Venue of Next Meeting Session.

The next YEGAP meeting will be held in Taipei, Taiwan, R.O.C. In 2016 in conjunction with the 30th CACCI Conference.

In her concluding remarks, Ms. Periquet acknowledged the participants for attending the YEGAP breakout session and invited them to the 2016 YEGAP meeting in Taipei. She thanked, once again, KCC for hosting the YEGAP meeting.

Asia-Pacific Entrepreneur

A publication of the Young Entrepreneurs
Group of Asia Pacific

Makeup entrepreneur heals women's souls in Nepal

by Magdalena Osumi, Japan Times

Mai Mukaida, 32, believes that emotional change often comes with the help of others who encourage one to notice the beauty that lies within.

In Nepal, where she helps women in dire situations get their troubled lives back on track, Mukaida noticed that for many women, dressing up or applying makeup enabled them to not only enhance their beauty, but also mend their shattered hearts.

Citing statistics from nongovernmental organizations, Mukaida said 5,000 to 20,000 girls and women are believed to be sold to India and neighboring countries every year, mostly to serve as sex slaves.

Most of the victims eventually suffer from trauma that erodes their confidence, she added.

In 2009, Mukaida started the Coffret Project, the name for which derives from the French word for "beauty box."

The project's aim is to provide mental health care by teaching girls and women to build their confidence through the use of makeup and beauty products.

The cosmetics Mukaida used to start the project were initially collected from friends or donated by women who attended events where she sought help and cooperation, as well as from cosmetics companies.

For the past six years, Mukaida has been organizing Coffret Project sessions three times a month for women living in shelters in Katmandu. She recently started holding workshops in Dhangadhi, on India's border with

western Nepal, where girls are sold as domestic servants. Even though the system was abolished in 2002, it was not acknowledged locally and continued until recent years.

Since the project was launched, more than 1,500 girls have participated in the workshops.

Mukaida learned about the situation in Nepal at the age of 15 when she attended a lecture by Ryohei Takatsu, who, at that time, ran a nongovernmental organization that provided aid for improving literacy in Nepal. Today, the country's literacy rate is said to hover at around 20 percent, she said.

Inspired by his speech, as a 17-year-old high school student she visited Nepal to help Takatsu conduct various literacy programs by volunteering at hospitals or helping to translate children's books into English, she recalled.

During fieldwork she later conducted in Turkey and other countries in the region while enrolled in Keio University, she noticed that victims of human trafficking who were subjected to sexual exploitation needed much more than humanitarian aid.

"When asked what were they dreaming of, many responded that they wanted to dress up or put on makeup," she said, recalling her six-month stay in Turkey.

When the massive offshore earthquake rocked Tohoku in March 2011, where she grew up, Mukaida organized workshops similar to those in Nepal for about six months and provided help and care to people in Ishinomaki, Miyagi Prefecture, and in



Mai Mukaida (Photo by Japan Times) Fukushima.

Her grandmother's house in Miyagi Prefecture was in an area that took severe damage from the subsequent tsunami, and Mukaida helped the victims while assisting her family at the same time.

Along with the Coffret Project, Mukaida launched another program to help women gain basic skills in cosmetology, using textbooks provided by a Japanese beauty school. The textbooks have been translated into English and Nepali.

After a training period of six months, Mukaida tried to help a group of 15 Nepalese living in a shelter find jobs at beauty parlors in Katmandu.

But since kinship and other social connections are decisive in accessing jobs in Nepal, she said, "for girls who are sold by their families (and) thus are separated from their parents, finding a job was nearly impossible.

"Although they had superior skills compared with other Nepalese women and were familiar with various aspects regarding the Japanese approach to makeup and beauty techniques, it will always be an uphill battle for them as connections are more powerful."

Continued on next page

Asia-Pacific
Entrepreneur

A publication of the Young Entrepreneurs
Group of Asia Pacific

Young entrepreneurs turning Taipei into a creative hub: US radio station

by Timothy Huang, Focus Taiwan

An article by the Washington, D.C.-based National Public Radio (NPR) has taken a look at Taiwan's millennial entrepreneurs and how they are transforming the country's capital into a place "that embraces creativity and innovation."

"While typical Asian mega-cities race to build gleaming towers and lookalike shopping centers, Taipei's millennial entrepreneurs are focused on unique spaces: Tiny tea houses on leafy streets. Shops selling hand-stitched notebooks. Old industrial sites turned into art parks," according to the article that was



published on Dec. 8.

Titled "Taiwan's 'strawberry generation' reaches out to the young and trendy," the NPR article

contrasts the millennial entrepreneurs' focus on a service-based economy to their previous generations' focus on manufacturing-driven exports.

It said the shift means "creating meaningful products people buy because they desire them — not just because they'll do the job," the article said.

"A look at thriving American cities such as Austin or Seattle shows an environment for innovation matters. Hip places to hang out could help Taiwan compete for creative talent, cultivate it and then harness it," according to the article. ■

Continued from page 4

That was what led Mukaida to seek ways to provide Nepalese women with an opportunity to utilize their skills "so that they could earn money by themselves."

In May 2013, after about two years of research and study, Mukaida established a cosmetics company called Lalitpur. In Sanskrit, Lalitpur means "city of beauty."

The cosmetics are made from various local natural resources: Himalayan salt, a variety of herbs, and sea buckthorn berries found growing in the Himalayas.

"I thought it would be a more realistic form of support," she said.

The skin-care lineup of nine items — which includes soap

made from yak milk — shampoo bars and other products for both men and women, is produced by a local company specializing in organic skin-care cosmetics.

There are seven women working at the manufacturing company. The cosmetics are prepared for shipment by 25 young women who work part time and who wrap or decorate the packages with a decorative yarn, inspired by Nepalese traditional art and design.

Young women residing in one of Katmandu's shelters work at the cosmetics company's partner firm part time after spending half a day at school.

The company, which since its establishment has seen its profits grow, plans to offer employment to some of

the Nepalese women who are living in the shelters to help with production, which is currently overseen by a staff of three Japanese.

At the moment, Lalitpur cosmetics are being sold at a number of select stores in Tokyo, Osaka and Ishikawa Prefecture — and starting from this year the lineup will also appear on store shelves in New York.

"I don't want people to buy these products because they are driven by compassion to help poor Nepalese," she said. "I want people to find the value in the natural resources the cosmetics are made from and the fact that it offers women in Nepal an employment opportunity — these are the two messages I want to get across," Mukaida said. ■

Asia-Pacific
Entrepreneur

A publication of the Young Entrepreneurs
Group of Asia Pacific

Entrepreneur's path to Serenitea

By Divya Gopalan and Lukas Messmer
The Wall Street Journal



Juliet Herrera-Chen was 23 years old when she and her husband Peter Chen opened their first Serenitea shop in 2008. Inspired by the years Peter spent studying in Taiwan, Serenitea sells bubble tea and Taiwanese treats in the Philippines. Serenitea brews tea with an espresso machine and offers customers varying sugar levels and a choice of toppings. The Chens borrowed \$18,000 from their parents to start the company. When they started the business, Serenitea sold six cups a day; now they sell 8,000 cups a day.

For years, Serenitea didn't have a marketing budget and relied on word of mouth, restaurant reviews and social media for promotion. The Manila-based chain has grown to include 40 locations and franchises throughout the Philippines. The Chens have expanded their business to include a restaurant called Captain Pepper, which offers Taiwanese food. In Serenitea's first year it earned \$4,745. The company's annual revenue has grown to \$6.5 million.

How did you start Serenitea?

Peter asked me if I wanted to start our own business and I said yes.

He already had bubble tea in his mind. We were very young and didn't have any marketing plan. We just did it. It's a good idea to start when you are young, so you have time to correct mistakes along the way. I was 23, and if my business failed, I still had enough time to prove myself again.

What sets Serenitea apart from the other milk tea shops?

I believe in our concept. Our idea is to give customers freshly brewed tea. There is a lot of bubble tea now outside of Taiwan, but it's not always fresh. Our tea is freshly brewed with an espresso machine. We use one teabag per cup and make sure the kitchen area is clean. The working area is also open, so the public can see where the ingredients are coming from. We were the first to introduce different sugar levels and offer a variety of toppings. We call them sinkers instead of toppings because they sink to the bottom. Our ingredients are from quality suppliers. I just believe in our brand. Before Serenitea, no one specialized in tea in the Philippines. If people want coffee they go to Starbucks. Now if they want tea, they can go to Serenitea.

Where did you acquire knowledge about bubble tea?

Peter went to Taiwan to work in a bubble-tea shop. He first worked in the kitchen where he cooked the bubbles. That's why our bubbles are so good. He learned how to prepare the tea and cleaned and mopped the floor in the heat. He learned the hard way. I think it was very important that Peter went to Taiwan, because it's one of the

reasons why we are successful today.

What motivated you to start Serenitea?

You cannot measure success by the amount of money you've earned. It's about people who touch your life, happy customers, your family and employees. You can be rich, but if people hate you, it's not a happy life. My dream was really basic, I wanted to be rich so I could help my family. I did not want billions, only enough for a simple life, so that we can travel and I can pay for plane tickets. That's all. I didn't realize that I would have this big business.

How did you launch the company?

I borrowed 400,000 pesos from my parents and my husband borrowed 400,000 from his parents. I didn't have a hard time asking my parents, because they were very supportive. Once we got the money, my husband searched for a supplier in Taiwan and bought an espresso machine. When the machine arrived in the Philippines, we went for a drive in the city of San Juan and luckily found a commercial building where one of the tenants was moving out, and we asked if the space was for lease. When we first started, we made \$15 a day, and half of it came from our own pockets, because we used to buy our own products, of course. We kept on borrowing money from our parents to pay our rent and utilities. After eight months, the first write-up about Serenitea was published. Word of mouth is key. We were very blessed that there were bloggers. After one year, magazine and newspaper reporters

continued on next page

Asia-Pacific
Entrepreneur

A publication of the Young Entrepreneurs
Group of Asia Pacific

continued from page 6

came to my stores, bought my drinks and wrote about Serenitea. I just served drinks, and eventually I saw the articles in the newspapers and how they liked our products. It was a big help because we didn't have a budget for marketing.

How did you come up with the name "Serenitea?"

We had to think of a name that is relaxing because relaxation is associated with drinking tea, so we thought of Serenitea. The name is very important, because it will represent the brand. We have to make it stick. In the Philippines we say 'Colgate' instead of 'toothpaste', but to me 'Colgate' just means toothpaste. That's the kind of association I want to instill in the memory of my customers.

How did you grow the company?

I realized I can't expand without the help of other people, so I asked my older sister if she wanted to quit her job to expand in the South Luzon area. She did. I'm also very lucky because my first customers became our investors. I told them I was planning to open a second store. They said they wanted to invest, and we have been business partners for seven years. I am lucky because they invest money, trust us and don't ask too many questions about the operations.

What were the biggest challenges you faced?

The toughest thing for us was to educate the Filipinos that milk tea is good, that it is like coffee. Manila is a coffee-dominant place, and here we are bringing tea. People thought of tea as a boring beverage with only a tea bag and hot water.

Three of your locations are franchises. Why did you decide to franchise Serenitea?

We want our brand to be known nationwide. My husband and I are just two people and can't do it



by ourselves. Our stores in Manila are company-owned. We wanted to expand across the country, and now we have franchises in Mindanao and Visayas. Our customers in Davao and Cebu City can enjoy what we have here in Manila.

How do you ensure quality control at your franchises?

We're very selective about our franchisees. We make sure the person has a background in business and is very passionate about our brand, so that they will take care of it. Every month I ask one of my employees to do a quality-control check. We have checklists. Then they come back, show me the checklist and discuss it with the franchisee. There may be something wrong with the cleanliness or something wrong with the product, so I have to make sure I'm very hands-on with the franchisees. I talk with them directly.

You and your husband started the company and have been in business for seven years. What are the challenges of working with your partner?

"The good thing about working with your husband is that you're very comfortable with each other and you can discuss everything. The downside is that it's hard for us to separate work

and family time. Even when we have time to ourselves and go out during the weekend, we end up going to a mall and visiting a Serenitea store as customers, just to check that things are running smoothly.

What drives you to keep growing the business?

I want to create more jobs in the Philippines. It is something that's fulfilling, and I feel like I am not wasting the blessings God has given me. Some employees would rather stay in the Philippines than go abroad. My father left for Saudi Arabia to have a bigger salary, so that he could feed the family here in Manila. He left when I was in the womb, and I met him for the first time when I was 5. I didn't recognize my father, was scared and used to hide from him when he first came home. I don't want my kids to see me leave and go abroad. We try our best to provide jobs so that employees don't have to go abroad and leave their families behind. It's really difficult being far away from your family.

How important was your parents' support?

If it weren't for their faith in Peter's and my business idea,

continued on page 9

Asia-Pacific Entrepreneur

A publication of the Young Entrepreneurs Group of Asia Pacific

“Ready, AIM, Fire”: An Exclusive Entrepreneurship Course for a New Generation of Businessmen

The PLDT SME Nation & Smart Enterprise, in partnership with the Asian Institute of Management (AIM), launched in October 2015 its newest entrepreneurship program aimed at celebrating a new breed of Filipino business owners.

Named “Ready, AIM, Fire”, the program aimed to provide Filipino entrepreneurs – owners-managers of new ventures, family corporations, as well as corporate entrepreneurs – the opportunity to participate in an Entrepreneurship Development Course at the Manila-based AIM that is designed to give them the necessary skills and knowledge to grow their businesses under the current market environment.

By attending the Entrepreneurship Development Course, the successful applicants learned how to manage their new or existing venture so it has both the innovativeness and speed of entrepreneurial firms. They were given strategic management skills, robust business planning, integrated learning and networking program certificate.

The key topics included: The Spirit of Entrepreneurship, Creating Value, Evaluating Market Opportunities, Product Design and Development, Creating Product: Market Fit, Innovation Process and Culture, Dilemmas in Launching New Ventures, among others.

The applicants for a slot in the program were asked to answer in five sentences the question “What does it mean to have a digitally enhanced business?”. Out of the several hundreds who applied, 15 made the cut to join the



The pioneer batch of the “Ready, AIM, Fire” program, poses with their professors.

five -day Course, which was conducted on October 19-23, 2015.

One of the awardees of the inaugural program was Mr. Jeff H. Oyas, who helps manage two family businesses in Cebu City - Rico’s Lechon, which is famous for its roasted pig, and Hoya Air Travel and Tours. His winning five-sentence response to the question “What does it mean to have a digitally enhanced business?” was as follows:

“My family runs a Lechon business wherein we used to do our end-to-end process manually. Through the help of modern technology, we can now remotely monitor our orders, inventory and cash flow from anywhere around the globe. In addition, we have developed a website that enables our overseas workers to extend their love to their family and friends here in the Philippines by ordering Lechon for special occasions. I firmly believe that this is what a digitally enhanced business is all about. Its breaking geographic barriers by taking advantage of technology to increase accessibility to the customers as well as boost the company’s productivity without the need of being physically present for

nine hours a day, six days in a week.”

Mr. Oyas said that he was very happy to have been chosen. “During the program, we went through an intensive course that tackled, Strategic Innovation and Customer Insights, Creating Value for Business, and Digital Marketing, among others. I was also able to learn from the other entrepreneurs and from our professors on how to run a family business.”

The PLDT (Philippine Long Distance Telecommunications) is the leading telecommunications service provider in the Philippines. It has established the PLDT SME Nation & Smart Enterprise to provide Filipino entrepreneurs with connectivity to help them meet the growing needs of their businesses by harnessing the advantages of digital tools and platforms.

AIM is the Asian pioneer in international management education. Established in 1968 with the Harvard Business School, Asian academicians, and prominent business leaders, the institute designs its masters and executive programs to develop practicing managers in Asia’s emerging markets. ■

Asia-Pacific
Entrepreneur

A publication of the Young Entrepreneurs
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Empowering employees one key to entrepreneur's success

Philippine Daily Inquirer

EMPLOYEES are important sources of ideas for improving productivity in the work place and reducing operating costs.

But how do you get them to come forward and speak out? How do you make them feel confident enough to share their ideas? How do you empower them?

Employee empowerment means giving workers the freedom to take initiatives, do things their own way with little or no guidance, decide for themselves or participate in decision-making.

Empowered workers have the confidence to speak out their thoughts on how to do things better for the company because they are assured their inputs will be heard and acted upon.

Having empowered people working for an entrepreneur frees him of day-to-day chores and consequently allows him time to devote to more crucial management responsibilities like planning and new product development, not to mention time for himself and his family.

Empowered employees, highly motivated people who give their best to the company, are loyal and committed. Empowered workers are the cogs that make a company dynamic and productive.

More than any other kind of employee, "the empowered employee is able to create a feeling of true customer service that ultimately yields a much greater customer loyalty," said Simon Sinek of sinepartners.typepad.com.

One entrepreneur shares his transition from "do-it-all" leaders to managers who trust their people, thus being rewarded in many ways:

Learning to trust and delegate

Maldwyn de Pano, owner and manager of printing company Design Plus, used to do 80 percent of the work in his printing shop.

De Pano used to be a "know it all, do it all" leader. His people used to be scared to take initiatives. "One wrong move and they'd get hell from

me. No one dared decide for himself because that is how I wanted it to be."

He used to tell his workers to their face: "Just use your hands, let me do the thinking."

It dawned on him gradually he was doing something wrong. "If I micro-managed and a mistake resulted from it, I couldn't correct it by doing the same thing again. I had to do it differently next time."

Nowadays, before a major project begins, he seeks the help of his staff—the account executives, artists, production managers. "We sit together, set goals together, anticipate problems together. We talk to the client together so client expectations are aligned with staff capabilities and timetables."

He believes even those at the base of the organizational pyramid has something important to contribute.

He has learned to let go, to let his people make their own mistakes. "I can now rationalize that if a mistake happens there's a reason for it." ■

continued from page 7

we wouldn't have Serenitea. My father has always encouraged us to be entrepreneurs. In fact he is currently doing his PhD and writing his dissertation on entrepreneurs. He inspired me, and now I'm inspiring him.

What advice would you give to entrepreneurs starting out?

No matter how old or young you are, you can start a business. Age is just a number. It is essential that you have a dream. You should have courage to make it real. You should also be passionate. If you are not passionate

about your brand, how can you think of ways to improve it? Be creative, and you have to give back to people and to God. Your success is due to the people who surround you.

What are your future goals for the company?

Right now my plan for Serenitea is to expand in the grocery business and have my own grocery line. For example, I want our brand to sell instant three-in-one milk tea and prepacked Serenitea tea bags. Our Taiwanese food restaurant Captain Pepper will develop more products for Serenitea and other

restaurants. Captain Pepper will be a food commissary where they can develop and prepare new flavors and food for other restaurants. My personal goal is simply to continue to do business. I think this is the reason why I am here and why I am living, to do good and honest business. I also see Serenitea as a leading Filipino milk tea brand overseas, so that foreigners can see that Filipinos are world class. It would be an accomplishment to show that a Filipino brand is entering the international market. I will go to the U.S. or China, because they are big markets, and you can do a lot of things there. ■

Asia-Pacific
Entrepreneur

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Yuxin offers opportunities to investors for nation building

BUSINESS NETWORKING CORNER

YuXin, a tutorial and advancement center network that is the result of a collaboration between the Philippines' best tutorial and review center and a Singapore-based global education company, is now accepting local and international franchisees, with the ultimate goal of contributing to nation-building.

The network takes its name from the Chinese words "yu" (excellence) and "xin" (heart or mind). YuXin aims to help K-12 students develop a heart for excellence by providing high-quality academic tutorial and advancement programs at reasonable rates.

As one of the cornerstones of a progressive economy, education has been a favorite area of investment in both the public and the private sectors. Educational enterprises appeal to investors for their growth potential and the opportunity to render service to the public.

YuXin combines academic tutorials and advancement programs. Its

academic tutorials provide homework assistance and prepare students for tests and participation in class. YuXin's Singapore Math program develops level-by-level mastery of mathematics skills to prepare students for more advanced math in school and in the workplace.

YuXin's proprietary Level Up advancement track is the world's first to offer Speed Reading and Mind Mapping as components of a single program. Both components have been proven by educational experts to be effective in improving a student's learning abilities. Speed Reading helps students become faster and better able to understand what they read, whereas Mind Mapping uses pictorial associations to improve a student's memory, creativity, and comprehension.

YuXin also offers homeschool support for parent-teachers explaining

advanced subjects such as math or science, and for parent-teachers who are busy or indisposed. It likewise provides exam and contest preparation to help students taking school entrance exams or proficiency tests, or who are joining math and similar academic competitions.

On its way to becoming the tutorial and advancement center of choice in the Philippines, YuXin is actively pursuing its plans to open centers throughout the ASEAN region and beyond. It is open to local and international investors and franchisees, who may visit getyuxin.com or email franchise@getyuxin.com for more information.



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