Singapore, 21 June 2004

NTU students shine in global marketing competition

Clinch Global Champion and First Runner-Up positions at L’Oreal Marketing Awards for two straight years

Nanyang Technological University (NTU) today celebrated the return of three Bachelor of Business (Marketing) students who beat 23 international teams to emerge first runner-up at the prestigious L’Oreal Marketing Award 2004 held at the grand Museum of Modern Art, Palais de Tokyo in Paris, France, on Wednesday, 9 June 2004. This is the second time an NTU team has won in this international competition. NTU clinched the Global Champion position in last year's competition.

The NTU team this year, called Metropolitan Elite Team (M.E.T), beat established universities from around the world, including the University of Michigan, Waseda University, Beijing University, Monash University, Esade (Spain) and Yonsei University.

For their win, L’Oreal presented NTU students Willi Ching, Pang Wee Han and Chan Zi Sheng with 5,000 Euro dollars, a dream tour to three Asian cities of their choice, as well as an employment contract as Management Trainees with L’Oreal Singapore.

At the Grand Finals in Paris, the NTU team put up an impressive show of creative oomph, wowing the judges with their branding strategy for SOLUTIONS, a unique range of skincare products that focused on basic grooming procedures.

A customizable product range that came along with quick, fuss-free application methods; sleek and personalized bottles and an impressive store concept added the finishing touches to their impressive presentation.
Said Prof Hong Hai, Dean (Graduate Programmes of Nanyang Business School), “The win by our students proves once again that Nanyang Business School churns out winners on the global competitive stage. Our students do not just present themselves well, but can also analyse, innovate and think laterally. We thank L'Oréal for giving them the opportunity to shine and do Singapore proud.”

“NTU’s New Undergraduate Experience prepared us well for the win by giving us global exposure within a total learning environment,” said Willi Ching, spokesperson for the NTU team and ex-President of the Accountancy and Business Club. “Performing against top competition from around the world forced us to defied our own boundaries, stretched our limits, and exposed us to the global skills necessary for success today. We are proud to have made it a second straight win for NTU.

About Nanyang Technological University

Established in 1991, the Nanyang Technological University (NTU) is a top-tier university in Asia. Acclaimed for its science and technology curriculum, the University is also reputed for its business school which ranks among the region’s best.

Committed to its mission in Educating Leaders and Advancing Knowledge for Singapore and Beyond, the university is positioning itself to be a global university of excellence.

NTU has an undergraduate and graduate enrolment of about 25,000 and an international faculty of over 1,500. It offers a broad-based curriculum, which focuses on the development of global views, entrepreneurship and adaptability, through the following schools:

1. College of Engineering, which consists of five schools:
   - Civil and Environmental Engineering
   - Computer Engineering
   - Electrical and Electronic Engineering
   - Materials Engineering
   - Mechanical and Production Engineering
2. Nanyang Business School (Accountancy and Business)
3. School of Biological Sciences
4. School of Communication and Information
5. School of Humanities and Social Sciences
6. School of Art, Design and Media (to be established by 2005)
7. School of Physical Sciences (to be established by 2005)

For more information, visit http://www.ntu.edu.sg