

## 2013 Business China Enterprise Award Recipient

### Lianhe Zaobao Singapore Press Holdings

#### Background

- Founded in 1983, *Lianhe Zaobao* (LHZB) was established with the merger of Singapore's two oldest newspapers, *Nanyang Siang Pau* and *Sin Chew Jit Poh*.
- *Lianhe Zaobao* has been widely recognised as Singapore Press Holdings' flagship newspaper with readership in Singapore estimated to be 750,000, and a distribution of 172,300 copies per day.
- In 2011, the website zaobao.com has grown to become one of the top Chinese news website in the world. Today the website has a monthly 10 million visitors traffic and daily page view of 4 million.
- Other than providing news to the locals in Singapore, *Lianhe Zaobao* also has subscriptions from countries such as China, Hong Kong and Brunei.
- In 1995, the initiative to go online has led *Lianhe Zaobao* to become China's most popular online foreign news source. This move also broke physical barriers for *Zaobao* to reach out to international readers.
- *Lianhe Zaobao* is one of the few Chinese-language overseas newspaper which can be purchased in major cities of mainland China

#### Achievements

- Besides Singapore, *LHZB* has also earned itself an excellent reputation in other countries, especially in China.
- Launched "Newstalk" software on the *Zaobao* Online to preserve the local Chinese language and culture by actively encouraging and educating youths in Singapore to read and use Chinese language.
- In recognition of his contributions to the Singapore Chinese community through his journalistic work, Mr Lim Jim Koon, Editor of *Lianhe Zaobao*, was awarded the prestigious Hsing Yun Journalism Award in 2010, making him the sole Singapore winner amongst other international journalists.
- Developed its own mobile web app and iPad PDF version in 2012, giving users a convenient access to the latest news when on the go.
- The quality of the news provided by *LHZB* was evident in the increase in subscriptions for both its traditional print newspaper and mobile app. Total subscription increased by 11,300 copies within the one and a half month of the promotional period in 2012.

## Contribution to Singapore-China relationship

- Created independent sections in the newspaper titled "Zaobao China" that fully devotes in covering news in China. Its online version has pages such as "China Finance", "China Invest", to provide local and Chinese businessmen with essential financial news daily.
- In 2011, Zaobao.com has grown to become one of the top Chinese news website in the world, with monthly 10 million visitors and daily page view of 4 million. The bulk of Zaobao.com readers resided in Mainland China.
- In order to have first-hand news reports on China, *LHZB* bases its journalists in bureaus in China's main cities, such as Beijing, Shanghai, Guangzhou and Chongqing. The Lianhe Zaobao team of journalists in China has received recognition from the Chinese government for their professionalism and dedication.
- In 2008, when Lhasa was hit by a violent riot, Ms Han Yong Hong, then Beijing bureau chief for *LHZB*, was the only Southeast Asian reporter who was permitted to enter Tibet to cover the Lhasa violence. In 2011, Ms Han Yong Hong was awarded the Business China Young Achiever Award.
- In 2008, *LHZB* and Omy joined hands and contributed to the timely reporting of first-hand Beijing Olympics news to readers in Singapore.
- In 2009, *Lianhe Zaobao* launched the newspaper's new feature section, Crossroad. The three-page section will focus on news and issues of concern to new immigrants, from current affairs, careers, education and law, to lifestyle, the arts and culture.
- Played the role of an information medium between Singapore and China, and has contributed tremendously in facilitating both countries in learning more about each other's business developments and happenings.
- *LHZB* has also been very active in promoting the Chinese culture in Singapore. Through the years, *LHZB* had brought in many performing arts group from China to Singapore. In 2012, *LHZB* worked with the Scorpio East Productions to jointly present a contemporary Chinese dance performance in Singapore
- Organised reading schemes at the local National Library Board (NLB) libraries to encourage children in Singapore to read in Chinese.

## Selected Awards

- Newspaper of the Year (8th position) 2012, by Marketing Magazine
- Newspaper of the Year (6th Position) 2011, by Marketing Magazine
- Hitwise Rankings (Jan-Jul 2010) – [www.zaobao.com](http://www.zaobao.com) – 1st, News and Media (Print)
- WAN-IFRA International Newspaper Color Quality Club (INCQC) 2010 – 2012