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PASSION & DECADES OF EXPERIENCE THAT LAID FOUNDATION TO SINGAPORE'S TRAVEL ROADMAP

Back in the 60s where Singapore's Travel were catered more to high ranking colonial officials for assuming office in foreign lands or business related trips. The notion of travel was almost impossible; not only was it expensive but also due to limited transportation means. Thus my dream was to make travel "available to all" by entering the travel industry in 1962. Looking back the dream kept my motivation going despite of all the obstacles faced, with a final goal of giving all Singaporeans the "joy to travel".

During the mid 60s, the main transportation tools were ships plying to Indo-China's Vietnam, Cambodia and Hong Kong, concurrently the business has successfully created holidays to these places. By the end of the decade, the business has grown exponentially in revenue and tour programs to worldwide destinations. The travel agency became Asia's biggest and most popular model tour agency with retail outlets in America, Europe, Asia and naturally closer to home; South East Asia territory.

End of the 70s marked a new era for travel; the hardships and efforts finally paid off with the establishment of another well-known outbound travel agency. Realizing my dream of "travel available to all" I decided to achieve greater heights and customer satisfaction with more complex tour programs, I have proactively designed, participated all the tour programs. Be a vessel to allow all my customers in setting their own footprints on every part of the globe. In the 1980s came a breakthrough in air travel with the advent of Concorde Supersonic. The first was a daring attempt to fly over Antarctic towards end of 70s and early 80s. If it was possible to do it in the south, I know we could venture to the north as well. Off we flew to the Arctic Circle consisting of Greenland and Northern Norway. The most surreal was when I embarked on our "Around the World in 5 continents" tour 5 times up to 30 days duration each before introducing this itinerary. The "intensive" 5 times travelling paid off as this program became sought after.

By the early 90s, I journeyed on to establish another multinational travel company with Indonesia business tycoons to further develop local markets travel to China. This project took a short period of three years to fully develop into a premium company using more than 30 million dollars on advertising and promotions for its branding, laid a solid foundation with potential for further expansion. During those days we were the first to organize travel fairs and give away grand draw prizes like our "Million-dollar Luxury car" till date we have given more than 10 Mercedes-Benz luxury saloons.

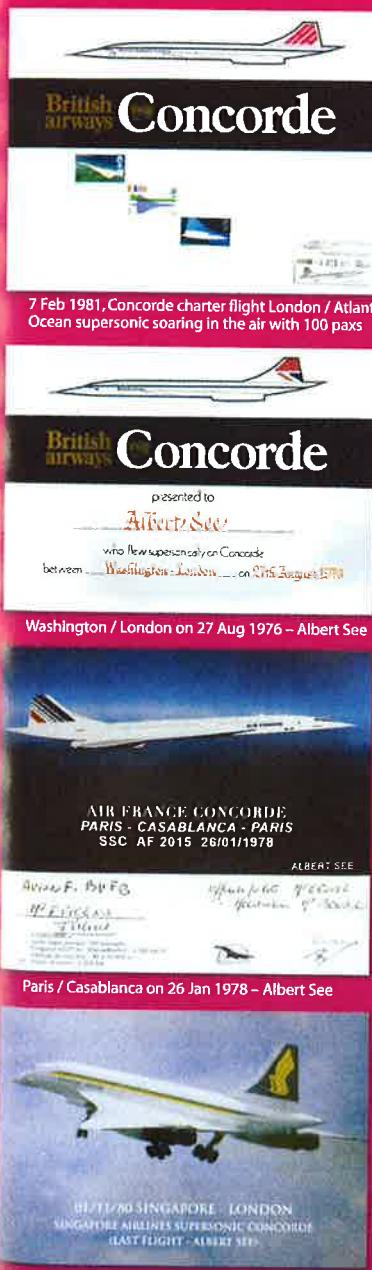


Entering into the 21st century, the main shareholders with no intention of continuing the business sold their shares to a Taiwanese. Being a small shareholder in this establishment, I have decided to relinquish my shares. Soon after the "Huan Wo Zhuangli Shanhe#" through a turbulent period, and with all the success since I started my humble business pooling more than 5 million, I have decided to bring back a team of key executives with together more than 100 years of experience.

As travelers become more affluent and well-travelled, we wanted our customers to be part of any history-worthy global events in the making. While keeping true to my dream of making "Travel available to all" coupled with "joy to travel" we have made these history-worthy global events affordable to the masses. Among these events were Beijing Olympic Games 2008, Shanghai World Exposition 2010, Taipei International Flora Exposition 2010 & the coming Xi'an Int'l Horticultural Expo 2011 set to open in April 2011. It has become a tradition for us to charter flights over the Chinese New Year Spring Festival yearly to celebrate with different cultures in our world.

Reminiscing when I first started this dream with only five hundred dollars capital, although there were many challenges there were also much joy watching the awe and happiness our customers expressed when they first touch snow, or first time sitting on a plane. These are precious moments money can't buy and if I had to start all over again, I would not change a single thing. I shall not rest in my laurels and continue to pursue that one dream "Travel made available to all" and "lifetime of joy with travel" with ASA Holidays.

Headquarters in Singapore
Worldwide Franchised outlets: Indonesia, Malaysia, Thailand & China




"SAVOIR FAIRE"
IN THE TRAVEL
旅游品牌

The literal translation from the French for 'Savoir' is 'to know how' and 'Faire' is 'to do'. Collectively, 'Savoir Faire' means the 'know how' in the travel industry.

A & T represents 'air' and 'travel' and as a Brand it signifies a mark of excellence in products and services provided. It is an attainment of leadership standing in all air and travel related businesses.

ASA Holidays is truly the 'Savoir Faire' in the travel industry with its solid foundation laid for over a quarter century and extensive travel experience accumulated for more than 100 years.

The team at ASA Holidays have been in the trade for over 3-4 decades; its expertise further accentuated by its key management boasting more than a quarter century of experience in worldwide travel. The same elite team also laid claims to many breakthroughs in Asia outbound travel scene.

遨游世界 享受人生!®

