



**For Immediate Release**

## **Rikvin Consultancy launches innovative television program to generate business opportunities for its clients**

- Leverages Web 2.0 and Television 2.0 technology
- Puts Small & Medium Enterprises (SMEs) in touch with prospective customers and partners
- Helps SMEs overcome the recession and take advantage of the nascent recovery
- Program will be broadcast via internet, email, taxis
- *Click the image on the right to view video*



**SINGAPORE, September 18, 2009** – Company registration and corporate advisory firm Rikvin Consultancy has launched an innovative business referral and networking service, leveraging Web Television and Web 2.0 technologies.

Called “*How’s Business?*”™, the service aims to help small and medium enterprises (SMEs) take advantage of the nascent economic recovery.

It involves recorded, on-camera interviews with the CEOs of small and medium enterprises, in which they have the opportunity to introduce their company to prospective customers, highlight key milestones in their corporate history and reference top clients.

The resulting interview is then broadcast on their own websites, via email to their prospects, and on in-taxi screens in Singapore.

Interested viewers can then contact the company to discuss business tie-ups and opportunities.

Rikvin Consultancy is launching the service to help its own clients overcome the recession.

“More than 3,000 companies from Singapore and around the Asia Pacific region trust us with their company secretarial and corporate advisory requirements,” said Mr Satish Bakhda, CEO of Rikvin Consultancy. “We can play a substantial role in helping each of our clients identify new customers, raise their profile and forge new business partnerships, simply by putting them in touch with our other clients.”

*How’s Business?*™ is specially geared to SMEs because they don’t usually enjoy a high profile in the media, and their marketing, advertising and promotion budgets tend to be small.

The program was initiated by Hong Bao Media, a web television production company headquartered in Singapore, which produces news programs and channels for companies wanting to reach out directly to their clients.

Led by former CNBC presenter Mark Laudi, Hong Bao Media will produce the interviews at its Singapore studio and syndicate the program through the internet and the in-vehicle screens of more than 1,000 Comfort taxis.



“More and more companies are turning to web television for more effective internal and marketing communications,” he says, “our clients get the exposure and effectiveness of traditional television but they are in control of the message and, just as importantly, how viewers then act on the message.”

Email distribution of the completed recordings will be managed by SeemeM@il, a company which specialises in video recruitment and video marketing solutions. The SeemeM@il system allows companies to create, send and measure fully branded video email.

CEO David Padgett says “Online video delivered by email provides a cost effective and highly targeted solution which allows companies to educate, engage, entertain and empower their customers and prospects. Video marketing has traditionally been the privilege of big companies, however with our platform and the “*How’s Business?*”™ initiative any company can now innovate and personalise their online marketing communications.”

#### About Rikvin Consultancy

Rikvin provides a comprehensive range of corporate solutions from incorporation to tax, accounting and immigration services, all under one roof. Rikvin’s website provides step by step information to locals and non-residents who wish to set up a company in Singapore or to immigrate to Singapore to run their business operations. For all your corporate needs, you can rely on us to be there every step of the way for you.

<http://www.rikvin.com>

#### About Hong Bao Media

Hong Bao Media (Holdings) Pte Ltd creates television news channels where clients are always the top story and their nominated spokespeople are always the interview guests. It helps companies create and distribute online video for a variety of uses, including marketing, internal communications and investor relations.

<http://www.hongbaomedia.com>

#### About SeemeM@il

SeemeCV Pte Ltd provide next generation video recruitment and video marketing solutions, with operations in London, Singapore and Sydney. SeemeM@il is an innovative online platform which allows any company to leverage video in their direct marketing strategy. Provided as a self-serve platform or a managed service, fully branded video mailers can be created and sent in matter of moments and in built analytics provide detailed campaign reporting.

<http://www.seemecv.com>

#### **For Further Information:**

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