



Media	Singapore's Homegrown Entrepreneurs	Date	
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Cordlife's CEO Steven Fang, has been quoted in *Singapore's Homegrown Entrepreneurs*.

On where to locate: "I think in terms of determining location, you do not have much choice at the start-up stage. It purely depends on how much you have in your seed money. Today we have a 6000sq foot office but we started with a 60sq foot office with just Ho and me."

On expanding geographically: "There is no right or wrong strategy. There is just strategy that is working or not. One thing is for sure: Singapore companies cannot go overseas, let's say to China, and just tell the people there we are from Singapore and that is how we do things. If we act like that, nothing can be achieved."

We would like to have partners. As the name describes, partners should share the same vision as well as the risk with you. So we have partners in each major market we want to move into. In a nutshell, I think the saying, "think local, act global", will best describe our partnership policy. CordLife has been incorporated in more than seven countries around the world, like Switzerland, Malaysia, China, Australia, Philippines, Thailand and Indonesia."

On intangible rewards: "The best day and the most rewarding day is the one that I feel I have helped someone and helped save someone's life. What we are trying to do in the stem cell industry is to investigate and identify what it means, how it works, and how we can make it work for every individual."

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