

# CIMS International Marketing Competition 2007

Chartered Institute of Marketing (Singapore)  
International Marketing Competition Final was  
held on 27 Oct 2007 at Fuji Xerox building.

Our NTU Team develops an unique online music  
community experience whereby users can  
submit their opinion in exchange for a free song.  
In addition, the beauty of the community is the  
ability to quantify and rank the quality of users'  
reviews.

My studies in Economics and Entrepreneurship  
has trained me to be a detailed person who can  
yet look at things in a bigger picture. I think this  
is an important skill set that I have acquired in  
HSS and NTC and it has come in very handy  
during CIMS competition period. I am glad that I  
have received my knowledge from these  
schools.

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From Left: Neo Wee Wu (Economics final year Student), Kelvin Quee (NBS Accountancy) and Chen Xiu Juan (NBS Accountancy)

