

ASIA INC

Asian Business Asian Views

DECEMBER 2005 / JANUARY 2006 NO. 12

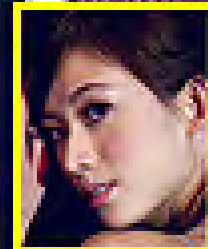
THE HOT LIST 2005

*ASIA's
Movers &
Shakers
under 50*

NAZIR'S BIG PLANS

FOR A MALAYSIAN
BANKING GIANT

Nazir Razak, 38
CEO OF CMB INVESTMENT BANK



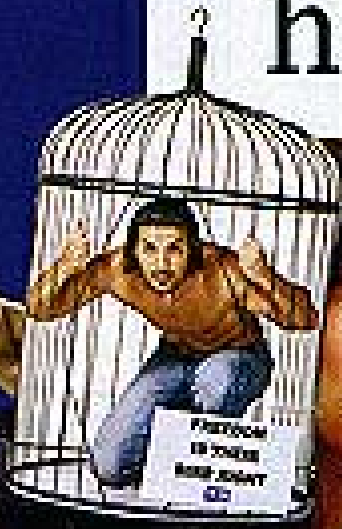
ALSO
RAHUL GANDHI India's reluctant politician
LU YU China's hottest talk show host
LIN GIH LING Taiwan's lovely supermodel





THE HOT LIST 2005

Asians who make the headlines



Welcome to *Asia Inc.*'s annual hot list of the movers and newsmakers of 2005.

This year, we have categorised our "hotlist" into business, political, cultural, sports and social groups. We also check on the progress of some of *Asia Inc.*'s past "Who's Hot" personalities in our "Updates" section.

Read about Asia's rising entrepreneurs like China's richest man Huang Guang Yu, red-hot Taiwanese supermodel Lin Chih Ling, and India's teen tennis sensation Sania Mirza. Then there is Nicol David, Malaysia's newly-crowned World No. 1 squash champion and the youngest to make it to our hot list — three-year-old Princess Aiko who could one day rule Japan.

Each year, a new crop of Asians surfaces to dominate the headlines and we watch to see whether they can ride the wave of fame and fortune effortlessly on, as the race will be, become a footnote by the end of 2006. Enjoy.

Sideways with Hiro



Hiroyuki Kusuda, 41, New Zealand
FROM SAKE TO WINEMAKING

AT THE TENDER age of 18, Hiroyuki Kusuda had a life-changing experience — he tasted his first alcoholic drink. It was not Japanese sake — but rather a German wine — that launched his life-long passion for wine.

Kusuda (or Hiro as he prefers) could not have foreseen that the passion would take him around the world and to a new life in New Zealand where he is now ranked among the rising stars of wine-making.

Wine critic and Master of Wine Bob Campbell says, “Hiro’s attention to detail and passion for good wine make him one of the most exciting new young winemakers I’ve seen for a while.”

Kusuda began on the path to a conventional career: After graduating in law from Japan’s elite Keio University, he joined multinational giant Fujitsu. After four years, he entered Japan’s Ministry of Foreign Affairs and was posted to Australia to work in the Sydney Consulate General. The diplomat’s

life beckoned. Then Kusuda’s career path veered sideways.

“I had seen life inside a big organisation and I knew it wasn’t for me,” Kusuda recalls, “I wanted to do something challenging.” The challenge was wine — and his passion would become a profession. Kusuda taught himself German and in 1997, entered Geisenheim University near Frankfurt, one of the world’s elite training grounds for wine-makers.

While studying at Geisenheim, he made a fateful research trip to Martinborough in New Zealand where he forged a friendship with local winemaker Kai Schubert. “Kai came to Germany to invite me to New Zealand — and we shook hands,” says Kusuda.

In May 2001, he migrated to New Zealand, where he now lives with wife Reiko and two young children.

On arrival, he started work as an assistant winemaker at Schubert Wines where he quickly made an impression, making “some stunning wines”, says Campbell.

When the chance to lease a vineyard came along, he went solo in October 2001 and produced a batch of wines under his own label — Kusuda. And the future? “I want to own my own vineyard and I am hoping to build my own winery. But I don’t want to be a manager — I want to stay small and make top quality wines,” says Kusuda. — *Anthony Anderton*

Kusuda taught himself German and in 1997, entered Geisenheim University near Frankfurt, one of the world’s elite training grounds for wine-makers.