

PRESENTED BY



PRESENTING SPONSOR OF THE 2015 BUSINESS TIMES CORPORATE GOLF LEAGUE

A PURSUIT OF EXCELLENCE

BY JUSTINE MOSS

As founder and CEO of AXS, Joey Chang, 50, has spent 15 years building up the business and leading the company. His vision has helped to shape the company to become the leading solution provider and operator of an Electronic Service Delivery Network (“ESDN”), a delivery platform with multiple access points and channels that allows participating organisations to reach out to their target audience. He is equally passionate about golf, his contributions to society and charitable causes, and is currently the Vice-Chairman of The Singapore Kindness Movement and a Board Member of Make-A-Wish Foundation. Here, the 9.4 handicapper, who plays once or twice a week, shares more about his interest in and love of his business, golf and cars.

When did you start playing golf?

When I was around seven or eight years old. I followed my dad around, during the days before computers.

What's in your bag?

TaylorMade Gloire Driver, Fairway and Hybrids 3 and 4. Honma 747V Irons, TaylorMade EF Wedges 52* and 56*, with a Callaway Mack Daddy 2 Tour Grind 60*.

Favourite course in Singapore and why?

I like any course when the greens are in great putting condition. For that, I would have to say Tanah Merah Country Club's Garden course, even now at its shortened temporary state.

Favourite three courses in the region and why?

I don't play much overseas. Amata Spring in Bangkok is great. I just played the 300 Club in Tokyo, which was fantastic. Both nice layouts and in great overall condition.

Do you think there are too many golf courses in Singapore?

After the recent announcements, I think it is just about right. Hopefully, Orchid Country Club and Marina Bay Golf Club can be retained beyond their lease. Many don't realise that golf does a lot for the community. Just do the maths on the number of fund raising and charity golf events. No other activity, beside maybe running, can generate donations on a regular basis.

What do you like most about participating in the BT Corporate Golf League?

It's a great event and the best on the calendar. It has the right balance of competitiveness, business networking, camaraderie and overall good times. It also allows interaction for business people from totally different industries and backgrounds to meet.

Who would be in your dream flight?

My dad, Lee Kuan Yew and President Obama.



Favourite player and why?

In recent times, I have liked Adam Scott for his demeanour and class, and great play.

Rory McIlroy, too, for his power play and candid nature.

What do you like most about this Audi which you are test driving?

The driving experience in the Audi RS 6 is truly one to treasure.

Superb handling, acceleration as one would expect, but in total comfort. Even with 21-inch low profile tyres, you don't feel the ride is hard.

The ability to switch the V8 bi-turbo engine to just 4 cylinders when you are only cruising is clever. Loads of new technology everywhere, including a WLAN inside!

I love the new flared wheel arches that show power and performance without being over the top. I have to say this is currently my dream car.

What's important to you when it comes to cars?

It used to be style combined with practicality, based on budget. Now, I want to add in the driving experience. Power and handling.

You are founder and CEO of AXS — what drives you when it comes to business?

At this stage, to see the business grow to a level where I can hand over to the next generation with a sense of pride.

What drives you out on the golf course?

I am definitely, as my buddy James puts it, in 'constant pursuit of excellence'.

I am also trying to better myself on the golf course before I'm too old to swing well. It's just great fun to be outdoors and playing a sport that one can do into your 70s and beyond, with good friends.



RS 6 SPECIFICATIONS & FEATURES

Model name: Audi RS 6 Avant 4.0 TFSI quattro tiptronic
Engine: 3993cc, V8, bi-turbo with Cylinder-on-demand
Power: 530hp
Torque: 700Nm
Top speed: 250km/h (limited)
0-100km/h: 3.9s
Consumption: 9.6L/100km
Price: \$554,300 inclusive of COE

Features:

- quattro all-wheel drive
- sport differential
- RS adaptive air suspension
- Matrix LED headlights
- Audi connect with wireless LAN and Google Maps
- MMI touch (touch pad to read handwriting to find addresses, phone numbers etc)

top photo: Choo Chwee Hua, courtesy of Audi