

# Hubert Burda Media

Albert Shyy - BurdaPrincipal Investments

01/31/2019

## Let me show you around



The BPI team in Singapore, headed by Albert Shyy (2nd from left)

*Burda is active in 18 different countries. To see the bigger picture, we asked international colleagues in Burda offices all around the world to show us how they work. Up first: Albert Shyy, Principal at BurdaPrincipal Investments, in Singapore. It is rumored to be the best view out of any Burda office window.*

### **What exactly is your job at Burda?**

I work at *BurdaPrincipal Investments*, which focuses on making venture investments into consumer internet companies. We meet with and evaluate hundreds of companies each year for potential investment, and then work closely with the companies that we invest into to support them as they grow. In Southeast Asia, our portfolio includes *Carsome* (used car marketplace), *Zilingo* (fashion marketplace), *Priceza* (price comparison site), and *Coc Coc* (search engine and browser).

### **When and why did you join Burda?**

I joined Burda in Q1 2017 to help open our Singapore office. I felt Burda was well-positioned to capitalize on the need for Series B growth capital in Southeast Asia, given the company's experience investing into growth stage companies in other parts of the world.

## **What makes your office unique?**

I've heard we have the best view out of all the Burda offices :) We are in a shophouse which overlooks the Singapore River in the heart of the central business district. A mix of bars and restaurants come to life in the evenings beneath us, while across the river we can see the Parliament building and several museums. As our office is only focused on investment activities, it is probably one of the smallest as well, with 4 full-time staff based here.

## **Compared to other cities, what are the advantages and disadvantages working in Singapore?**

Singapore is an amazing city to live and work in, as it really is a hub for the entire Southeast Asia region. I think the city is already well-known for its efficiency and cleanliness, although costs can be high and the constant heat and humidity also can be tiring. Generally speaking, it is one of the most business-friendly cities in the world, with many international companies (including Facebook, Google, Microsoft, P&G, etc.) setting up their APAC headquarters here.

## **What's your favorite spot to relax after work?**

As I'm often on the road, I actually love spending as much time as I can at home! There is a large seaside park close to where we live called East Coast Park, and it is a great place to walk, bike, and skate next to the ocean.

## **Hard facts:**

- Employees: 4
- Focus areas: venture investments
- Address: 52 Boat Quay, 04-00, Singapore 049841
- Office space: about 500 m<sup>2</sup>

Category **Careers**

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