

## PrimeTime Member Spotlight

April 2009

Each month *Connections* talks to a PrimeTime member to find out more about who they are, what they do, and their association with PrimeTime.



This month we spotlight

Anne Cossé  
Holistic wellness professional  
Acupressure Wellness

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### Personal talk ...

**Connections:** Where are you from originally, and how long have you been in Singapore?

**Anne:** I was born in Normandy, France and I moved to Singapore in May 2007.

**Connections:** Have you lived in other foreign countries? If so where?

**Anne:** I have lived in Hong Kong, Taiwan, the U.S.A. (San Francisco), Spain, and for a short period, Norway. Not forgetting - of course - my native country, France.

**Connections:** What brought you to Singapore?

**Anne:** It is a very long story! My father was an executive for a big insurance company and came to Singapore regularly throughout my childhood, returning with many stories, pictures and crafts. My youngest brother has been living in Singapore for 10 years, my second brother moved here 3 years ago and my 2 nephews were born in Singapore. So really Singapore has been part of my life for a long time...

**Connections:** What do you enjoy most about living here?

**Anne:** Singapore has energizing greenery, hassle-free organisation and constructive values. It's safe and clean and a good size - not too big and not too small. Singapore is entrepreneur-friendly with a clever tax system. Plus you can have a food frenzy here in this cultural melting pot. Singapore offers what's important for my lifestyle!

**Connections:** What are your interests and hobbies?

**Anne:** I like to discover places and people during long walks around the island. Singapore has a lot more to offer than what is shown in tourist brochures. As a dance lover, I recently learned salsa styling and I'm now resuming belly dancing after seeing a great performance in Dubai! I also enjoy networking and social functions, dinners al fresco, good cheese and homemade cakes.

**Connections:** Have you had any particularly interesting experiences you would like to share with us?

**Anne:** The most striking experience was spending a week on a remote oil barge in the cold raging waves of the North Sea. I was a trainee at Elf, studying pipelines protection. The barge was in deep sea and I had to be taken there in the company boat then lifted by crane onto the barge. Believe me; it was very impressive to dangle 50 metres above the sea, clinging on to a net basket! The next challenge was being the only woman on board, among hundreds of men who hadn't seen one in months...

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**Connections:** Which are your favourite restaurants/shops/places to go?

**Anne:** For seafood I like Seafood International at Big Splash on the East Coast. The food is very creative and the service is excellent. For everyday I like to experiment with all-Asian food in food-courts, and of course to indulge in home-made French cuisine. My favourite shop for clothes and accessories is Massimo Dutti, and of course - as an East Coast dweller - I like to visit the parks and reserves.

**Connections:** What one thing would you like to accomplish in your lifetime?

**Anne:** I am currently accomplishing a lifetime dream. In the past, I worked as a senior executive in the banking world (I hold an MBA and a Masters of Engineering). Parallel to my professional life, I developed a strong interest and training in holistic wellness. In my early forties I felt the urge to be full-time dedicated to my passion and vocation so I'm now a practitioner, trainer and writer in holistic wellness. The books that I write explain how to use acupressure in our daily life – in everything from sexuality to beauty - and I am regularly enriching the collection.

## Professional talk ...

**Connections:** Please tell us about your business.

**Anne:** My business is about helping people's wellbeing in a natural way. I practice acupressure (the sister of acupuncture) and Reiki, which work on the vital energy and all spheres of the human being (emotional, psychological and spiritual). My work aims at re-awakening and strengthening the self-healing capabilities of the body. I teach individuals how to use acupressure and stretching for a healthy life; my best-seller being the DIY Acupressure Face Lift. I write books and guides to raise public awareness, in addition to leading workshops for firms and business schools on stress management. There's actually a high demand in the current downturn because employers want to help their employees through these difficult times.

**Connections:** What did you do before you started your own business?

**Anne:** I was a self-employed corporate trainer, specialising in cross-cultural communication. Before that I worked in corporate & investment banking in France, the USA, Hong Kong and Taiwan.

**Connections:** How long have you had your own business?

**Anne:** I have been self-employed for 9 years.

**Connections:** How did you get started?

**Anne:** Networking and word-of-mouth are the secrets. Well, hard work is a must too!

**Connections:** What were the toughest challenges you've faced as an entrepreneur with your own business?

**Anne:** The toughest challenge as an independent professional is being diverse enough to do everything. You have to practice your art and at the same time handle marketing, PR, accounting, websites and so on. If you chose to delegate you often spend a lot of money and you still have to follow up so as to have a fruitful interaction with your suppliers. The second toughest challenge is to deal with financial uncertainty. When you take a break you get no income - plus some months can be tough, so you'd better save during the glorious months!

**Connections:** What do you enjoy most about having your own business?

**Anne:** Freedom! The price to pay is high, but the reward is priceless.

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**Connections:** Have any of the PrimeTime programs helped you in starting or growing your business?

**Anne:** I truly appreciate the Small Business Group conferences. The topics are useful and the networking is very good. I am currently co-marketing my services with a PrimeTime member I met there and I would like to explore possible cooperation with any PrimeTime members who work in the Health & Fitness field.

**Connections:** Any advice for those thinking of starting their own businesses in Singapore?

**Anne:** It's all about networking and hard work. Singapore is a great place for networking and for entrepreneurs, so keep the vision strong and you will get there.

## **PrimeTime talk ...**

**Connections:** When did you join PrimeTime and how did you find out about it?

**Anne:** I joined in 2007. Two months after I arrived in Singapore I met a member at a dinner who told me about PrimeTime. She was very enthusiastic so I signed-up for 2 events, liked it, and joined!

**Connections:** Which PrimeTime subgroups do you belong to?

**Anne:** The Small Business Group!

**Connections:** Do you volunteer at PrimeTime? If so, in what areas have you become involved?

**Anne:** I was the Newsletter Editor for a short while and I also helped out at the occasional event

**Connections:** What do you personally feel are the benefits of being a PrimeTime member?

**Anne:** PrimeTime offers many activities all year round, ranging from professional topics to personal interest. With PrimeTime you can learn useful skills or information for your business, go to exhibitions, discover new restaurants, make new friends and meet possible business counterparts.

**Connections:** Which was the most interesting or inspiring PrimeTime event you've attended?

**Anne:** I was fascinated by George Tanasijevich, GM of Marina Bay Sands Singapore, and his presentation of the integrated resort project. Pure intelligence!

Thank you Anne!