

## **Michael Lim**

Managing Director of Kyanite TV

### **Michael Lim (Profile)**

Michael Lim has more than 20 years of working experience. He started his career in England and is currently based in Malaysia where he is the founder of Kyanite TV (a full service production house founded in 2006 producing cutting edge content for the local and international market).

Having travelled to multiple content markets around the world, he has the passion of being the bridge in between co-production deals where his experience allows him to create projects where all partners benefit from his knowledge of content production and the multiple funds and grants available for co-production deals in Malaysia.

He has produced and directed a number of regional travelogues like Jojo's Diary of Asia (Discovery TLC Asia), Letting Go With Jojo Struys (Mediacorp, GO Asean, TVB8, MNC Indonesia), Chalk and Cheese (Asian Food Channel), The Next Miss Universe Malaysia Reality Series (2012/13/14) and he's currently producing Malaysia's largest factual co-production with Asia's biggest factual production house (Beach House Pictures) in Borneo for Discovery Networks.

He also pioneered Asia's 1st Edutainment series, 'Chichi & Chacha' combining live action and 3D animation which has become Malaysia's Premier Edutainment show within its first year.

Previously, he was also a Brand Director for Business Strategic Development for Ogilvy and Mather Malaysia for 5 years where he worked on brand/marketing and advertising consultancy on numerous multinational brands like Nestle, Kraft Foods, Gillette, SAP, Motorola, Basf-Petronas, Digi, Canon, Kimberley-Clark, Huggies, Astro, Unilever, P&G, HK, Japan and Australia Tourism etc.

As a diligent entrepreneur in the content industry, he aspires for work that is of the highest impact, which is why he is excited to be developing virtual reality content in the educational and technological space, in the hope of transforming the way students learn about the world.

He has formed a start up called Immersively ([www.immersively.co](http://www.immersively.co)) with Lionel Chok and Jojo Struys which is based in Malaysia and Singapore and it will be focussed on developing Virtual Reality Content and platforms.