

**SPEECH BY PROFESSOR ARNOUD DE MEYER
PRESIDENT, SINGAPORE MANAGEMENT UNIVERSITY
ON THE OCCASION OF THE LAUNCH OF THE SINGAPORE
MANAGEMENT UNIVERSITY (SMU) INTERNATIONAL ADVISORY
COUNCIL IN JAKARTA, INDONESIA,
26 APRIL 2018**

(Slide 1)

His Excellency Anil Kumar Nayar, Ambassador of Singapore to
Indonesia,

Dr Tahir, Founder and Chairman, Mayapada Group and Chair of the
SMU International Advisory Council in Indonesia,

Members of the SMU International Advisory Council in Indonesia,
SMU Faculty and Alumni, Distinguished Guests, Ladies and
Gentlemen,

1 Good evening. We are delighted to have amongst us leaders from
business, government, academe, and SMU alumni joining us today to
witness the launch of SMU's International Advisory Council in Indonesia.

2 *Purpose of IAC* *(Slide 2)*

The University has established the International Advisory Council with
the mission of strengthening and deepening our collaboration and

engagement with the government, academic and business communities in Asia.

We have launched this initiative in 5 countries now: Myanmar, the Philippines, Vietnam, China and last month, in Thailand. Today, we will witness the official launch of the Council in Indonesia.

(Slide 3) The International Advisory Council, made up of a select group of business, government and community leaders, alumni and friends of SMU, will also provide perspectives to the senior management of the University's relevance to the region and how the University can contribute to and support the region's growth and development.

SMU, through the efforts of the International Advisory Council, looks to demonstrate our thought leadership and enhance our position as a premier university in Asia that is internationally recognised for our world class research and distinguished teaching.

3 *Why establish IAC in Indonesia and SMU activities in Indonesia.*

(Slide 4)

SMU currently has a vibrant community of undergraduates and postgraduate students from the Asian region. We have a sizeable student population from Indonesia, with over 100 current students and over a thousand alumni who have graduated.

But SMU's engagement with Indonesia is so much more than just our students. **(Slide 5)** To give you a sense of the types of activities that we have undertaken in Indonesia, I've categorised them into 4 main areas:

- Students (which includes Community Service Projects and Study Missions),
- Faculty (covering Academic Research and Faculty Development Programme),
- Applied Research (and I'll share about Case Writing and Landscape Studies), and lastly,
- Industry Outreach (which includes SMU Industry Leaders Dialogues).

Allow me to take you through each of these areas.

(Slide 6) All SMU students are required to have global exposure. This happens through several SMU platforms. One programme which SMU has been publicly recognised for is our overseas community service projects. SMU students have been organising annual service-learning projects in areas such as Bandung and Bintan, which have been led by successive batches of SMU students.

(Slide 7) Our faculty lead study missions overseas and to Indonesia, with the aim of allowing our students to understand the investment and business opportunities in each country, and the social, cultural and political environments within which companies operate. Examples include the study missions conducted by the School of Accountancy, and the International Trading Institute, to various parts of Indonesia.

(Slide 8) Jakarta was also one of 5 global cities chosen for our Global Innovation Immersion programme. Last summer, 3 SMU students interned in Indonesia for e-commerce company Kudo (now part of Grab), co-working company EV Hive and online furniture store Fabelio.

(Slide 9) In terms of applied research, we have an award-winning in-house case writing team led by Professor Philip Zerrillo, that helps build Asian cases which in turn are used in our curriculum and also made available to a network of other international universities through the Harvard Business Publishing. Our faculty has written 6 cases so far on Indonesia.

(Slide 10) SMU's Centre for Management Practice recently published a feature-length interview conducted with former Minister of Tourism and Creative Economy, Professor Mari Pangestu, discussing the resilience of the Indonesia economy.

(Slide 11) Last but not least, SMU has done now 2 Industry Leaders Dialogues in Indonesia, on topics like innovation and e-commerce. These events have provided a platform to showcase SMU's thought leadership and to engage with top-tier business leaders in the cities they are held in. This evening's event marks our third such Industry Leaders Dialogue in Indonesia since 2015.

(Slide 12) It is perhaps most appropriate to give you an example of SMU's multi-faceted engagement with Indonesia, which we have done with Universitas Gadjah Mada. The purpose of this partnership is to nurture the next generation of UGM scholars, by training faculty in pedagogical skills, case writing techniques, and delivery of management education. This is an excellent example of a comprehensive collaboration, holistic in nature as it is multi-faceted, involving faculty, staff and students. It is a collaboration that is of mutual benefit, leveraging on the respective strengths of our universities.

4 *Future plans.* (Slide 13)

Today, we will witness the official launch of our International Advisory Council in Indonesia. I wish to thank Forbes Indonesia, for being a Supporting Media Partner for today's event. And I wish to especially extend my gratitude to Dr Tahir for agreeing to chair our International Advisory Council in Indonesia and continuing his partnership with SMU. With the establishment of the International Advisory Council in Indonesia, we hope to do more in this country, and we look forward to your support.