



MEDIA RELEASE

SMU launched International Advisory Council to foster and deepen SMU's engagement with Indonesia

Organised 3rd Industry Leaders Dialogue in Indonesia to discuss The Indonesian Firm of the Future

Jakarta, 26 April 2018 (Thursday) – Singapore Management University (SMU), a premier university in Asia internationally recognised for its world-class research and distinguished teaching, has launched its International Advisory Council in Indonesia today to establish, strengthen and deepen SMU's collaboration and engagement with the government, academic and business communities in Indonesia.

The SMU International Advisory Council seeks to collaborate with and involve friends of SMU and its alumni to reach out to corporates and grow the friends of the SMU community in overseas countries. The Council will provide platforms for active engagements between SMU's overseas alumni, international students, and the local business community and academia.

In conjunction with the launch, SMU organised the SMU Industry Leaders Dialogue to discuss how Indonesia's conglomerates can withstand the pressures of disruptive challenges and face up to competitors which are new to the local landscape but can adapt to the demands of a fast-changing economy.

About 150 business, government and academic leaders from Indonesia, SMU senior management and SMU alumni in Indonesia, joined the event which was held at Shangri-la Jakarta. Among the dignitaries present were Guest-of-Honour H.E. Anil Kumar Nayar, Ambassador of Singapore to Indonesia who gave the Welcome Address, and SMU President Professor Arnoud De Meyer who delivered the Introductory Address.

SMU's International Advisory Council in Indonesia

Professor De Meyer said, "SMU is stepping up our engagement with countries in the region through a series of initiatives, and we are keen to foster closer ties with Indonesia. As the largest economy and most populous nation in Southeast Asia, Indonesia is an important partner to Singapore. SMU hopes to contribute to the close collaboration in business, government and civic society between both countries by providing more opportunities for exchange and internships, strengthen our collaboration with partner Indonesian universities in research and postgraduate education, and foster more industry tie-ups with the private sector.

"To guide and aid us in our effort, the SMU International Advisory Council comprising prominent and esteemed business leaders from Indonesia and Singapore has been established to support SMU's overall efforts to build its international reputation as a premier university in Asia. We look forward to

having their advice and guidance on how SMU can be relevant to them and play our part for the region.

“The launch of the SMU International Advisory Council in Indonesia comes on the heels of our successful efforts in Myanmar, the Philippines and Vietnam last year, as well as in China and Thailand earlier this year. We plan to roll out similar initiatives to other countries in the region where we have a sizable alumni base and established relationships with local academia, businesses and governments.”

The SMU International Advisory Council in Indonesia, chaired by Dato’ Sri Prof. Dr. (H.C.) Tahir, MBA, the Founder and Chairman of Mayapada Group, comprises the following members:

- (1) Mr Haryanto Adikoesoemo, President Director, PT AKR Corporindo Tbk
- (2) Mr Hendro Santoso Gondokusumo, Founder, President Director & CEO, PT Intiland Development Tbk
- (3) Mr Theodore Permadi Rachmat, Founder & President Director, Triputra Group
- (4) Mr Peter Sondakh, Founder, Rajawali Corporation
- (5) Mr Gita Wirjawan, Founder & Chairman, Ancora Group
- (6) Mr Gulshan Harjani*, Founder & CEO, Communicating World (BBM, Class of 2005 and President of SMU Alumni Chapter in Indonesia)
- (7) Ms. Lim Kexin*, Tax Director, PwC Singapore (BAcc, Class of 2005 and Chairperson of the School of Accountancy Alumni Advisory Board)

**denotes SMU alumni*

The members of the SMU International Advisory Council (Indonesia), in their roles as ambassadors of the university, will lend support to SMU’s activities in Indonesia. These activities will include dialogues and panel discussions to raise awareness of SMU’s thought leadership and our areas of excellence, as well as alumni showcase/gatherings and networking sessions. The members may be invited to be panelists, or nominate and help to invite suitable persons to participate in such dialogues and discussions or networking sessions.

SMU Industry Leaders Dialogue

The SMU Industry Leaders Dialogue started with an exclusive conversation with Dato’ Sri Prof. Dr. (H.C.) Tahir, MBA, the Founder and Chairman of Mayapada Group, moderated by Professor Tan Chin Tiong, Senior Advisor in the Office of President, SMU.

This was followed by a keynote address by Prof. Dr. Pratikno, M. Soc.Sc., Minister of State Secretary, Indonesia.

Professor Annie Koh, Vice President, Office of Business Development; Academic Director, Business Families Institute and International Trading Institute@SMU; and Practice Professor of Finance at SMU, then moderated a panel discussion on “The Indonesian Firm of the Future”. The panel members were Mr. Ir. Airlangga Hartarto, MBA, MMT, Minister of Industry, Indonesia; Mr Gita Irawan Wirjawan, Founder of Ancora Group; Professor Jonathan Pincus, President / Executive Director of Rajawali Foundation; and Mr Lee Jin Sheng, Regional Director (Jakarta, Indonesia) of Enterprise Singapore.

In her opening remarks, Prof Koh said that the Indonesian firm of the future might be large companies co-existing and working hand in hand with more small and medium-sized enterprises (SMEs) to unlock Indonesia’s potential. The challenges ahead will be to give help to these innovative SMEs, to grow the vocational skills sector, and to work across ministries to build more inclusive

growth. The panel members recognised that the Indonesian firm of the future needs to pay attention to connectivity, innovation and talent. They discussed about building virtual and physical connectivity, innovations that Singapore and Indonesia can collaborate on, as well as building the talent pipeline for Indonesian companies.

Professor Arnoud De Meyer added, “Indonesia is among the fastest growing internet markets in the world. Indicators such as internet traffic, revenue from cloud services, and connected devices are growing rapidly. The Indonesian government has developed the “2020 Go Digital Vision”, which entails Indonesia emerging as the largest digital economy in ASEAN by 2020. The 14th economic reform package issued in 2016 included a comprehensive roadmap for promoting e-commerce. The government has also started targeted measures and programmes to promote Fintech and other technologies.

“However, digitalisation and disruptive technologies may also pose certain challenges at the individual, corporate and societal levels. Therefore, it is interesting to discuss how companies in Indonesia are facing up to these challenges, take on new and emerging competitors, and adapt to a fast-changing economy, so that they may emerge even stronger from the wave of disruption sweeping across the globe.

“This Industry Leaders Dialogue therefore presents a useful platform for SMU faculty, the Indonesian business community, as well as like-minded partners from Indonesia and Singapore to share their views and insights on innovation, digitalisation and transformation. The Dialogue is an integral part of SMU’s overall efforts to demonstrate our faculty members’ thought leadership.”

[Please refer to Annex A for SMU’s recent engagements with Indonesia.]

For more information, please contact

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About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU’s mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU’s education is known for its highly interactive, collaborative and project-based approach to learning.

Home to over 10,000 students across undergraduate, postgraduate professional and postgraduate research programmes, SMU is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors', masters' and doctoral degree programmes in the disciplinary areas associated with the six schools, as well as in interdisciplinary combinations of these areas.

SMU has an emphasis on generating rigorous, high-impact, and relevant multi-disciplinary research that addresses Asian issues of global relevance. SMU's faculty members collaborate with leading international researchers and universities from USA, Europe, China and India, as well as with partners in the business community and public sector. SMU's city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. www.smu.edu.sg

SMU's recent engagements with Indonesia

In the last few years, SMU has steadily increased its engagement with Indonesia. These include:

- **Collaboration with Universitas Gadjah Mada:**
 - (i) *Tahir SMU-UGM Management and Faculty Development Programme:*
 - o To nurture the next generation of UGM scholars by training faculty in pedagogical skills, case writing techniques, and delivery of management education.
 - o UGM faculty members have observed SMU in-class pedagogical approach, and both sides have exchanged views on business school and university governance. Training has been developed for university administrative personnel.
 - (ii) *UGM Short-term Study Programme:* Customised by UGM, it aims to provide SMU students with a shorter overseas programme in Indonesia during the winter break. About 60 students participated from 2016-2017.
- **Case Writing and Case Studies:** SMU's Centre for Management Practice (CMP) has won a record-breaking 8 case writing awards over three years in a prestigious global competition organised by the European Foundation for Management Development. To date, six case studies on Indonesia have been completed, including Bank Negara Indonesia (2013), Astra International (2015), and Samudera Pharma Corporation (2017).

CMP has also produced an article in its Asian Management Insights "Going Beyond the 'New Normal' in Indonesia" (2016), where Indonesia's former Minister of Trade and former Minister of Tourism and Creative Economy, Professor Mari Pangestu, talked about the country's resilience, and going beyond the 'new normal'.

- **Research:** Faculty members of various schools at SMU have been conducting research on Indonesia, topics include resource management and commercial arbitration.

The Lien Centre for Social Innovation at SMU has published several landscape studies on Indonesia, including "Levers for Change: Philanthropy in select South East Asian Countries" (2014) and "From Charity to Change: Social Investment in selected Southeast Asian countries" (2014). In 2017, LCSi brought students under its Social Innovation Programme on field visits to Yogyakarta by working with local social enterprises like ViaVia and Dandelion.

- **Internships:** From 2015 to 2017, 26 students went to Indonesia for internships, as part of SMU Institute of Innovation & Entrepreneurship's Global Innovation Immersion Programme.
- **Study Missions:** Various schools at SMU have been organising study missions to Indonesia to enable students to better understand various aspects of the country.

The Lee Kong Chian School of Business organised a study mission to Jakarta and Sumatra in May 2017 for undergraduates and postgraduates from The Wharton School to gain an understanding of the corporate & government strategies, environment & natural resources, stakeholders & human capital.

The School of Accountancy organized a study mission to Jakarta, Yogyakarta, Bandung, and Cikampek in 2015 to provide students with an understanding of the investment and business opportunities in the country, and the social, cultural, economic, and political environments under which companies operate.

SMU's International Trading Institute organized an industry study mission to Indonesia in 2015 during which the students visited one of Indonesia's largest cocoa processing companies, BT Cocoa. The visit covered the company's warehouses, processing facilities, operations, nurseries and a local plantation.

- **Overseas community service projects in Indonesia:** SMU students have undertaken such projects in Indonesia in partnership with local communities and organisations.
 - o Project Gazaab Indonesia III (2016): to equip youths in Cisondari Village, Bandung to be entrepreneurs.
 - o Project Beyond Borders VI (2018): SMU students serve annually in Bintan to improve the English standards of students aged 7-15 through interactive classroom sessions and games.

- **Support for Indonesian students:**
 - o *Tahir Indonesian Scholarship:* This scholarship is awarded each year to a full-time undergraduate of Indonesian nationality who possesses good academic results, demonstrates leadership skills and character, and is active in co-curricular activities and/or community service.
 - o *KKH Scholarship and Wilmar Scholarship:* For full-time Southeast Asian undergraduates from financially disadvantaged backgrounds.

- **Support for overseas experiences in Indonesia:**
 - o *Wilmar Overseas Internship Grants:* Seeks to expose up to five students to emerging economies of the world, including Indonesia, to inculcate in them a pioneering spirit, entrepreneurship vision and business acumen.
 - o *Temasek Foundation International Leadership Enrichment and Regional Networking Programme @ SMU:* Overseas exchange scholarship for up to 15 undergraduate students in our partner universities to study for a semester at SMU.