



PRESS RELEASE

SMU launches International Advisory Council to foster and deepen SMU's engagement with China

Holds inaugural Industry Leaders Dialogue in China on leadership and innovation

Hong Kong, 17 January 2018 (Wednesday) – Singapore Management University (SMU), a premier university in Asia internationally recognised for its world-class research and distinguished teaching, has today launched its International Advisory Council in China to establish, strengthen and deepen SMU's collaboration and engagement with the government, academic and business communities in the country.

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 also hosted the SMU Industry Leaders Dialogue in China to discuss how organisations are responding to rapid changes and capturing the opportunities that Industrial Revolution 4.0 bring to the economies and industries.

About 120 business, government and academic leaders from China, SMU senior management and SMU alumni in China, were present at the event which was held at Island Shangri-La Hong Kong. Among the dignitaries present were Ms Foo Teow Lee, Consul-General of Singapore in Hong Kong who gave the welcome address, SMU Chairman Mr Ho Kwon Ping who gave the Welcome Remarks, and SMU President Professor Arnoud De Meyer who delivered the keynote address.

SMU's International Advisory Council in China

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 China. Over the last few years, we have made good progress in advancing strategic partnerships and strengthening our expertise in China, serving as a knowledge partner and platform for numerous Chinese entities to conduct joint work. We are collaborating with industry to conduct research on big data as well as information security and trust. We are also partnering Chinese institutions and enterprises to offer study or internship exchange opportunities in China for students. Going forward, SMU aims to contribute to the Singapore-China bilateral cooperation by nurturing China-ready and bicultural graduates, and engaging in top-notch China-related research projects.

"To guide and aid us in our effort, the International Advisory Council comprising prominent and esteemed business leaders from China and Singapore has been established to support SMU's overall efforts to build our international reputation as a premier university in Asia. We look forward to having their advice and guidance to further develop our engagement with China.

SMU's International Advisory Council in China, chaired by Dr Victor Fung, comprises the following members:

- (1) Dr Victor Fung, Group Chairman, Fung Group
- (2) Dr Justin Chiu, Executive Director, CK Asset Holdings Limited
- (3) Mr Kuok Khoo Ean, Chairman, Kuok (Singapore) Ltd
- (4) Mr Lee Kang Ho, Chief Representative, Shing Kwan Group
- (5) Mr Li Rongrong, Vice Chairman, China Centre for International Economic Exchanges; and Former Chairman, State-owned Assets Supervision and Administration Commission of the State Council, People's Republic of China
- (6) Mr David Su, Founding Managing Partner, Matrix Partners China
- (7) Mr Michael Zhu, Chairman, Sunjoy Group Holdings Pte Ltd
- (8) Mr Jeff Tung*, Chairman & Executive Director, Sheng Ye Capital Ltd
- (9) Mr Nicholas Chui*, Investment Manager, Aberdeen International Fund Managers Ltd. He is also President of SMU Alumni Chapter in Hong Kong
- (10) Mr Eason Liu Yudong*, Partner, N5 Capital. He is also President of SMU Alumni Chapter in Beijing
- (11) Mr Terence Chong Meng Hwee*, Supply Chain Development Associate, Global Leadership Development Programme for Global Operations, Nike Sports (China). He is also President of SMU Alumni Chapter in Shanghai

* denotes SMU alumni

The members of the SMU International Advisory Council (China), in their roles as ambassadors of the university, will lend support to SMU's activities in China. 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

At the Industry Leaders Dialogue, SMU President Professor Arnoud De Meyer delivered the keynote address "Is China ready to be a leading innovator?". Professor De Meyer shared his insights on how well China is performing in process and product engineering based innovation, customer focused innovation in products, services and business models, as well as science driven invention and innovation. He concluded that China will become a global player in innovation, and the Chinese consumer will be a source of innovation for the world.

The panel discussion on "Leadership in an age of change" was moderated by Professor Cheng Qiang, Dean, SMU School of Accountancy. The panel members were Dr Victor Fung, Group Chairman of Fung Group; SMU President Professor Arnoud De Meyer; SMU alumni Mr Jeff Tung, Chairman & Executive Director of Sheng Ye Capital Ltd; and Mr Michael Zhu, Chairman of Sunjoy Group. The panel discussed issues pertaining to leadership styles amidst rapidly evolving technological innovations, how firms can encourage innovations, and the increasing threat of data breaches.

Professor Arnoud De Meyer added, "China is undergoing rapid demographic, economic and social changes. It has shifted from a purely low-wage economy towards innovation and productivity, and is moving up the value chain. The country has also gone from being the 'factory of the world' to creating global brands. To sustain its competitive edge and growth momentum amidst the wave of disruption brought about by technological advancements, the quality of leadership will be crucial. This Industry Leaders Dialogue is therefore timely and forms an integral part of SMU's overall efforts to deepen our

understanding and collaboration with China. The Dialogue serves as a platform for industry leaders, academia and other stakeholders to share, discuss and debate ideas and issues about China that are current and relevant.

“The success of this Industry Leaders Dialogue and launch of the International Advisory Council in China come on the heels of our successful efforts in Myanmar in July, Philippines in October, and Vietnam in December last year. Over the next few months, 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.”

SMU's recent engagements with China

On 16 January 2018, SMU has launched the Shenzhen Alumni Chapter, its fifth alumni chapter in China after Beijing, Shanghai, Xiamen and Hong Kong, and its 12th overall globally.

The Shenzhen Alumni Chapter, which currently has 85 members, aims to help deepen SMU's engagement in China and provide services and support to SMU's alumni based in Shenzhen. These include promoting employment and entrepreneurship, enriching alumni's life and professional image, enhancing cohesion of alumni, and encouraging alumni to increase professional exchanges in myriad industries.

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

- **Case Teaching & Writing Initiative:** SMU's Centre for Management Practice (CMP) has written several case studies about China since 2012, including *"Taxi Wars: Uber in China"*. In 2016, CMP published five articles about China in its Asian Management Insights publication, including *"China's Digital Landscape: Breaking Barriers to Innovation"*.
- **Research:** Faculty members of various schools at SMU have been conducting research on China, topics include agricultural modernisation, building effective business relationships, and intellectual property rights.
- **Study Missions:** Various schools at SMU have been organising study missions to China to enable students to better understand various aspects of the country. For example, the School of Information Systems organised an 18-week Technopreneurship Study Missions to Beijing in 2013 and Zhejiang in 2015 to help students learn more about the entrepreneurship scene in China and the challenges involved in starting high tech companies.
In addition, the International Trading Institute at SMU organised Industry Study Missions to China in 2015 and 2017 to develop the next generation of competent human capital for the trading sector. The Business Family Institute at SMU organised a Learning Journey to China in 2015 for participants to learn about the latest developments in China and to meet with family business owners in Shanghai, Suzhou and Ningbo.
- **Student exchange:** SMU has signed student exchange agreements with several renowned universities in China, including Renmin University and Fudan University.
- **Research collaborations:** SMU has several ongoing research collaborations with leading universities in China. These include Shanghai Jiao Tong University-SMU Centre for Quantitative Economics and Finance for research on Econometrics; Fujitsu-SMU Urban Computing and Engineering Corp Lab and Sichuan University for research on Big Data and Urban Logistics.

- **Postgraduate programmes:** Examples include the Tsinghua-SMU Master of Science in CFO Leadership programme; and SMU-Shanghai Jiao Tong University Doctor of Business Administration programme.
- **Forums:** The SMU China Forum was launched in 2013 as a platform for scholars, senior officials, business and industry leaders from both countries to exchange views of significance to China and Singapore. In 2014, SMU launched the SMU Global Forum which is co-organised with partner universities in China for business leaders, entrepreneurs, policymakers and researchers to discuss global socio-economic development issues relating to China.
- **Innovation and Entrepreneurship:** The SMU-Peeli Entrepreneurship Program is jointly organised by SMU's Institute of Innovation and Entrepreneurship and Jiangsu Tao Shing Pee Education Foundation to support the entrepreneurial aspirations of students from China.
- **Overseas community service projects in China:** SMU students participated in numerous such projects in China over the years, in partnership with the local communities and organisations. For example, during Academic Year 2016/2017,
 - o *Project Xinyuan 9:* SMU students taught English to the students at Guangzhou English Training Center for the Handicapped.
 - o *Project Wings 6:* SMU students taught English, financial management, resume writing and leadership skills to the students at Wuhan Dongxihu Vocational Technical School.
- **Support for Chinese students:**
 - o *SMU Fung Scholarship:* For outstanding full-time SMU undergraduates proceeding for exchange in overseas universities, as well as outstanding students from universities in China on exchange to SMU. The aim is to enrich the scholars' understanding in their fields of study and to expose them to different cultures and environments.
 - o *Li Ka Shing Endowed Scholarship:* Scholars will be able to take up internships in Hong Kong and mainland China. Two scholarships will be awarded to outstanding full-time SMU undergraduates from mainland China or Hong Kong for up to four years.
 - o *The KKH Scholarship and The Wilmar Scholarship:* The scholarships are for full-time SMU undergraduates from financially-disadvantaged backgrounds.
 - o *Doris and Mick Aw Accounting Study Grants:* Provide assistance to full-time School of Accountancy undergraduates participating in the Accounting Study Mission.
- **Support for overseas experiences in China:**
 - o *Wilmar Overseas Internship Grants:* Seeks to expose students to emerging economies of the world, including China. Up to five grants for recipient's travel and cost of living expenses during his/her overseas internship attachment in selected markets.
 - o *The Temasek Foundation International Leadership Enrichment and Regional Networking Programme @ Singapore Management University 2017:* Overseas exchange scholarship for up to 15 undergraduate students in our partner universities (including China) to study for a semester at SMU. The programme provides scholars with opportunities to develop leadership skills, forge friendships and build ties with each other.

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Featured photo: Launching SMU's International Advisory Council in China today were (from left) Mr Lee Kang Ho, Chief Representative of Shing Kwan Group; Mr Jeff Tung, Chairman & Executive Director of Sheng Ye Capital Ltd; Mr Kuok Khoon Ean, Chairman of Kuok (Singapore) Ltd; Mr Li Rongrong, Vice Chairman of China Centre for International Economic Exchanges; Dr Victor Fung, Group Chairman of Fung Group; SMU Chairman Mr Ho Kwon Ping, Ms Foo Teow Lee, Consul-

General of Singapore in Hong Kong; SMU President Professor Arnoud De Meyer; Professor Tan Chin Tiong, Senior Advisor to SMU President; Mr David Su, Founding Managing Partner of Matrix Partners China; Mr Eason Liu, CEO and Co-Founder of N5 Capital and SMU alumni; Mr Michael Zhu, Chairman of Sunjoy Group Holdings Pte Ltd; Mr Nicholas Chui, Investment Manager at Aberdeen International Fund Managers Ltd and SMU alumni.

Dr Justin Chiu, Executive Director of CK Asset Holdings Limited, and Mr Terence Chong Meng Hwee, Supply Chain Development Associate at Nike Sports (China), were unable to attend the launch.

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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 produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU education is known for its highly interactive, collaborative and project-based approach to learning, and for its technologically enabled pedagogy of seminar-style teaching in small class sizes.

Home to around 10,000 undergraduate, postgraduate, executive and professional, full- and part-time students, 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 PhD 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 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, through its research institutes, centres and labs. SMU's city campus is a state-of-the art facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community.