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**Welcome Remarks by
SMU President Professor Arnoud De Meyer
at the Official Launch of SMU's SG50 Book,
"Singapore at 50: The Business of Nation-Building",
on Friday, 21 August 2015, 9.30am at the Singapore Management University**

Guest of Honour, Dr Maliki Osman, Minister of State, Ministry of National Development & Ministry of Defence, and Mayor, South East District;

Distinguished guests

Members of SMU

Ladies and gentlemen,

Good morning, and welcome to Singapore Management University.

A very big thank you for gracing this launch of SMU's SG50 book, "Singapore at 50: The Business of Nation-Building". We are very privileged to have Dr Maliki as our Guest of Honour today, and honoured by the presence of many guests from several organisations to celebrate with us here at this momentous occasion.

This book is SMU's humble gift to the nation, marking Singapore's Golden Jubilee and SMU's 15th Anniversary. It pays tribute to our founding Prime Minister, Mr Lee Kuan Yew, and the pioneers and pillars of Singapore that helped build this country into an outstanding global city.

Without this stable and thriving city-state, SMU would not exist. We were born 15 years ago because of a need to transform higher education in Singapore. It is part of our DNA to strive to be innovative, while building knowledge and shaping our next

generation's know-how. This book demonstrates in part, SMU's Vision 2025 in becoming a great university that helps tackle the world's complexities and have positive impact on humanity. These small steps from each and every one of us could help transform education, our landscape, and our next generation.

The SMU Centre of Management Practice, or CMP, has led by example in generating outstanding work that delivers global impact and Asia relevance. As the name of the Centre implies, it has been focusing on developing management thinking and practices, doing a lot of cutting-edge work on connecting the University's expertise with the business community, and applying academic ideas on improving real-world situations.

Recently, CMP, through its Case Writing Initiative, clinched two major awards in an international case writing competition by the European Foundation for Management Development (better known as 'EFMD'). These were two original Asian case studies written by CMP and SMU faculty. Lauded as one of the first and biggest wins ever by a Singaporean educational institution in this large global competition, it attests to SMU's capabilities in quality writing with an Asian focus.

CMP also mooted the SMU Warriors Scholarship programme, a first-of-its-kind scholarship, in partnership with the Singapore Armed Forces (or SAF in short). We are very happy to have seen the first batch of 'Warrior' graduates this year, just before National Day.

2015 also marks SAF's 50th Anniversary. It is no coincidence that the first chapter of the book is on SAF – defence is the cornerstone of Singapore's stability and security. We would not be able to stand firmly on this shore, if not for Singapore's armed forces, which has grown from strength to strength. Thank you and congratulations to SAF.

Singapore's extraordinary business of nation-building is a rich legacy, built on strong foundation by the work of many organisations, such as the SAF. This book encapsulates the stories of the institutions and companies that have been the pillars of modern Singapore's development.

The stories reflect pragmatism, and the value of meritocracy, good governance, and multi-ethnic harmony. The collective achievements are the results of many diverse organisations and individuals coming together as one with common threads – a shared vision, resolution and cohesion, to excel and succeed.

There is much to be learnt and shared. I hope you enjoy the stories.

I will now pass the mic to Professor Philip Zerrillo, our Dean of Postgraduate Professional Programmes and Executive Director of Centre of Management Practice. Professor Zerrillo and his team has done a tremendous job in putting together this book. He will share with you more insights about the book and stories.

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