

**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 VIETNAM, HO CHI MINH CITY, 8
DECEMBER 2017**

Ms Leow Siu Lin,

Consul-General of the Republic of Singapore in Ho Chi Min
City,

Mr Don Lam,

CEO and Co-Founder of VinaCapital and
Chairman of SMU's International Advisory Council in Vietnam,

Members of SMU's International Advisory Council in Vietnam,
Distinguished Guests,

Ladies and Gentlemen,

1 Good afternoon. We are delighted to have amongst us leaders from business, government and academe communities, our SMU alumni in Vietnam and a group of SMU undergraduate students from Singapore joining us today to witness the launch of SMU's International Advisory Council in Vietnam.

2 *Purpose of IAC*

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. The International Advisory Council, made up of a select group of business and community leaders, alumni and friends of the University, 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 IAC, 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 Vietnam and SMU activities in Vietnam.*

SMU currently has a vibrant community of undergraduates and postgraduate students from the Asian region. We have more than 75 Vietnamese students at SMU and about 250 alumni from Vietnam. Other students are interested in Vietnam as a growing economy providing business and career opportunities. Our group of students joining us from Singapore on a study mission today bears testament to this. Over the next few days, they will

be visiting a number of Vietnamese organisations to learn first hand about doing business in Vietnam.

I was told that two alumni from our School of Information Systems Adrian Lim and Chia Luck Yong have ventured to Ho Chi Minh City two years ago. They have set up Malifax Solutions to help local organisations recruit software developers. Unfortunately, both of them are out of the country and are unable to join us at the event today.

SMU seeks to build and share knowledge. We have conducted case writing workshops at Vietnam National University Ho Chi Minh City for their faculty and co-written articles with them. Professor Gerry George, Dean of SMU Lee Kong Chian School of Business led a faculty visit to Vietnam in October 2017 where they visited several companies including Minh Long, KOVA, and Vietjet Airlines.

4 *Future plans.*

SMU is excited about rolling out similar initiatives to other countries in the region. Over the next few months, we will be launching our Councils in Hong Kong in January, Bangkok in March and Jakarta in April.

Today's event marks the official launch of our Council in Vietnam and you can expect to see more of SMU in Vietnam. We look forward to your continual support for us and our activities in the country.

