



Media Release

SMU launches SMU China in Shenzhen to develop Asia-ready talent and connect the Greater Bay Area with Singapore and Southeast Asia

Centre to deepen Singapore-China education ties and help enterprises expand across borders, with four agreements announced at launch

Shenzhen, 23 October 2026 (Friday) – Singapore Management University (SMU) launched SMU China in Shenzhen on 22 October in the presence of Guest of Honour Ms Low Yen Ling, Senior Minister of State, Ministry of Energy, Trade and Industry and Ministry of Culture, Community and Youth, Singapore. SMU China is the University's first centre in China; it extends SMU's regional presence beyond Southeast Asia, complementing its centres in Indonesia, Thailand and Vietnam.

At the launch ceremony held at Raffles Shenzhen Hotel, also attended by Ms Cindy Wee, Consul-General of Singapore in Guangzhou, the University announced four memoranda of understanding (MOUs) to connect the Greater Bay Area with Singapore and Southeast Asia through research, talent and enterprise.

The MOUs are with: 'Go Global' Global Service Centre; Shenzhen Foundation for International Exchange and Cooperation; CIIC International Business Development Co. Ltd.; and The Chinese University of Hong Kong (CUHK), Shenzhen. (Please refer to Annex 1 for more details.)

Why Shenzhen, why now

In his welcome remarks, SMU Chairman Mr Piyush Gupta said that Asia is helping to shape the next phase of global growth, and universities that aspire to understand and contribute to Asia's future must be present where that change is taking place. Shenzhen, he noted, brings together leading technology companies, research institutions and entrepreneurs. It is also connected to the Greater Bay Area, China and the global economy, making it a natural base for SMU's engagement with China.

"SMU China will be a gateway into China and a bridge to Southeast Asia," said Mr Gupta. "Physical presence matters. Universities cannot fully understand changing economies and evolving societies from a distance. Being on the ground allows us to listen more closely, learn more deeply and contribute more meaningfully," he added.

The timing reflects SMU's maturing relationships in China and growing two-way interest between China and Southeast Asia. More Chinese enterprises are looking to Southeast Asia, while many Southeast Asian businesses are looking to China and the Greater Bay Area. SMU China will help organisations on both sides understand each other's markets, systems and ways of working.

Building on long-standing ties

The new centre builds on relationships developed over many years. SMU collaborates with 60 universities in China and has 7,000 alumni in China. Fudan University and Zhejiang University are among its strategic partners.

In Shenzhen, SMU runs joint Doctor of Business Administration (DBA) programmes with Peking University HSBC Business School and CUHK, Shenzhen. SMU's other joint DBA partners in China include Fudan University, Zhejiang University, Shanghai Jiao Tong University and Cheung Kong Graduate School of Business.

Since 2011, more than 850 SMU students have interned with over 350 companies in China. About a fifth of SMU's Asia-focused research is on China.

SMU China, helmed by Mr Victor Huang as its Country Director, is part of SMU's network of overseas centres, alongside SMU Indonesia, SMU Thailand and SMU Vietnam. It delivers on SMU2030, the University's five-year strategic plan, which commits SMU to deepening its presence in key Asian cities.

SMU China will connect, create and contribute

SMU President Professor Lily Kong summed up the centre's role in three words: connect, create and contribute. SMU China will connect organisations in China and Southeast Asia, turning partnerships into internships, jobs, executive development and business relationships. It will create opportunities for students to understand China from within China. And it will contribute by bringing what SMU learns in Shenzhen back into its classrooms, case studies and research. SMU already teaches more than 30 case studies on Chinese enterprises.

"SMU brings together management, the social sciences and technology. What we care about most is preparing people who are Asia-ready: who do not simply know about Asia, but can work across it, understanding its markets, its systems and its people," said Prof Kong. "The Greater Bay Area needs such talent, and so does Southeast Asia. That is why we have come to Shenzhen, and why we intend to stay for the long term."

The launch programme, which was attended by about 250 guests, comprising university and industry partners, donors, alumni, staff and students, also featured a panel discussion themed *Connecting China and ASEAN: Building a Double Gateway for Innovation, Talent and Opportunity*, with Ms Low; Dr Xu Zhihao, CEO of Geely Technology Group, a member of the SMU International Advisory Council China and an SMU alumnus; and SMU Provost Professor Alan Chan. The speakers explored the topic through the lenses of policy, business and academia, including how Chinese enterprises can expand into Southeast Asia through Singapore and what universities add to that bridge. The discussion was moderated by Associate Professor of Strategic Management Cyndi Zhang, who is also Academic Director of SMU's Chinese EMBA programme.

SMU China is located in China Resources Tower in Nanshan District (also known as the Spring Bamboo or Chunsun), Shenzhen's hub for technology and enterprise. It will be SMU's principal point of contact in China for prospective students, universities and organisations, and will introduce businesses expanding into Southeast Asia to SMU's centres in Indonesia, Thailand and Vietnam. In doing so, it strengthens SMU's role as a gateway between Asia and the world.

- End -

Enclosures

1. Welcome remarks by Mr Piyush Gupta, Chairman, SMU
2. Speech by Professor Lily Kong, President, SMU
3. [Speech by SMS Low Yen Ling](#)
4. Annex 1: MOUs announced at the launch ceremony

About Singapore Management University

Singapore Management University (SMU) is Asia's premier global city university at the nexus of management, social sciences and technology. Established in 2000, the University's vision foregrounds its DNA in driving innovations, transcending boundaries and transforming lives. SMU's mission is to nurture a community of independent lifelong learners and change agents, enable world-class researchers to address societal challenges, harness partnerships to serve as gateway between Asia and the world, and transform lives to create sustainable futures.

Recognised for its award-winning pedagogy, SMU's interactive, collaborative and practice-oriented education prepares graduates to be agile, adaptive and ready to create meaningful impact across business, government and society. SMU graduates are consistently ranked among the most employable in Singapore, and command one of the highest mean starting salaries.

SMU offers a future-oriented suite of undergraduate, postgraduate professional and postgraduate research programmes through six schools and two colleges: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Computing and Information Systems, Yong Pung How School of Law, School of Social Sciences, College of Integrative Studies, and College of Graduate Research Studies. Their programmes include multidisciplinary and interdisciplinary pathways that reflect the complex challenges of today's world.

SMU's research is rigorous, high-impact and interdisciplinary, addressing globally relevant issues from an Asian perspective. Its faculty also collaborates with leading researchers, universities, industry, government and community partners to advance knowledge, shape policy and practice, and deliver real-world solutions.

Located in the heart of downtown Singapore, SMU's city campus strengthens its strategic linkages with business, government and the wider community, enabling the University to turn ideas into action and create impact where it matters.

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Annex 1

Memoranda of Understanding announced at the launch ceremony

At the launch, SMU announced Memoranda of Understanding (MOUs) with Go Global (a comprehensive international service platform operated by Shenzhen Huitong Global International Services Co., Ltd.); the Shenzhen International Exchange and Cooperation Foundation, CIIC International Business Development Co., Ltd. and The Chinese University of Hong Kong, Shenzhen.

The collaborations span joint research and academic exchange, student internships and employment, leadership development, enterprise internationalisation and connectivity between Shenzhen and Southeast Asia.

They aim to strengthen SMU's presence, networks and opportunities in China. Signed alongside the launch of SMU China, the MOUs reflect the University's commitment to deepening its ties and collaboration with China, and broadens its engagement across education, industry development, talent and innovation.

1. 全球服务中心 Go Global

Collaboration Areas: Strengthen Southeast Asia–Nanshan/GBA connectivity, including industry and enterprise engagement, student projects and internships, leadership development, academic exchanges, and support for enterprise internationalisation.

2. Shenzhen Foundation for International Exchange and Cooperation (SFIEC) 深圳市国际交流合作基金会

Collaboration Areas: Connect SMU's Singapore and overseas centre network (in Bangkok, Jakarta and Ho Chi Minh City) with Shenzhen, covering enhancing enterprise innovation and internationalisation, hosting delegations and exchanges, organising learning journeys and thought leadership events, SMU-X experiential learning projects and broader ASEAN–Shenzhen engagements.

3. CIIC International Business Development Co. Ltd 中智国际商务发展有限公司

Collaboration Areas: Facilitate student opportunities in China, particularly academic-industry exchange, internships, graduate employment, career fairs/recruitment activities and related support.

4. CUHK (Shenzhen) 香港中文大学（深圳）

Collaboration Areas between SMU School of Accountancy and CUHK (Shenzhen) School of Management and Economics: Joint research and academic exchanges, including research collaborations on social media and technological developments in financial markets, co-development of research proposals and funding applications, and field experiments across Asia. The MOU shall also facilitate short-term exchanges of research faculty and PhD students between both institutions, with access to relevant research facilities, seminars and academic activities.



媒体新闻稿

新加坡管理大学中国中心落户深圳 培养“亚洲就绪”人才 连接粤港澳大湾区与新加坡及东南亚

中心将助力新中教育合作与企业出海，揭幕仪式上正式确立四项合作备忘录

深圳，2026 年 10 月 23 日（星期五）——新加坡管理大学（Singapore Management University, SMU）于 10 月 22 日在深圳正式揭幕 SMU 中国中心，由新加坡能源、贸易与工业部兼文化、社区及青年部高级政务部长刘燕玲女士担任主宾。这是 SMU 在中国设立的首个中心，将大学的区域布局拓展至东南亚以外，与 SMU 在印尼、泰国和越南的中心相辅相成。

揭幕仪式在深圳鹏瑞莱佛士酒店举行。出席嘉宾还包括新加坡驻广州总领事馆总领事黄美美女士。SMU 在仪式上也宣布了四项合作备忘录，旨在通过研究、人才培养与企业合作，加强粤港澳大湾区与新加坡及东南亚的联系。

合作方分别为全球服务中心 Go Global、深圳市国际交流合作基金会、中智国际商务发展有限公司，以及香港中文大学（深圳）。（合作详情请参阅附件一。）

为什么是深圳？为什么是现在？

SMU 董事会主席高博德先生在欢迎辞中表示，亚洲正在塑造全球下一阶段的增长格局，有志于回应亚洲未来发展、贡献亚洲未来建设的大学，必须扎根于变革发生的前沿阵地。他表示，深圳汇聚了顶尖科技企业、前沿科研机构与富有活力的创业者，同时深度融入粤港澳大湾区发展、联结中国市场与全球经济网络，因此成为 SMU 深化对华合作的理想枢纽。

高博德先生表示：“SMU 中国中心，既是我们了解中国的窗口，也是中国连接东南亚的桥梁。”他指出：“实体化运营仍不可或缺。仅靠远程对接，难以精准把握经济与社会的动态演进。唯有贴近一线，我们才能更精准地倾听需求、更深入地研究问题、更务实地贡献价值。”

中国中心的设立，既体现了 SMU 多年来在华合作关系的持续深化，也反映出中国与东南亚之间日益增长的双向合作需求。越来越多中国企业将目光投向东南亚，许多东南亚企业也希望进入

中国，尤其是粤港澳大湾区。SMU 中国中心将帮助双方机构更深入地了解彼此的市场、制度与业务运作方式。

立足长期合作基础

SMU 中国中心建立在大学多年来持续深化的对华合作基础之上。目前，SMU 在中国拥有 60 所合作高校、7,000 名校友，复旦大学与浙江大学均为 SMU 的战略合作伙伴。

在深圳，SMU 与北京大学汇丰商学院、香港中文大学（深圳）合作开办工商管理博士（DBA）项目。SMU 在中国的其他 DBA 合作院校还包括复旦大学、浙江大学、上海交通大学及长江商学院。

自 2011 年以来，已有 850 多名 SMU 学生在中国 350 多家企业实习。SMU 以亚洲为核心的研究中，约五分之一聚焦中国。

SMU 中国中心由主任黄增煜先生领导，与 SMU 印度尼西亚中心、泰国中心及越南中心共同构成大学的海外中心网络。中国中心的成立也是落实 SMU2030 战略规划的重要举措，该规划明确提出持续深化大学在亚洲主要城市的布局与合作。

SMU 中国中心：连接、创造、贡献

SMU 校长江莉莉教授以“连接、创造和贡献”三个词概括中国中心的使命。中心将连接中国与东南亚的机构，将合作关系转化为实习、工作、高管培训及商业合作机会；中心将帮助学生身在中国、读懂中国；SMU 将把在深圳汲取的经验带回课堂、案例与研究之中。目前，SMU 的课程已涵盖 30 多个中国企业案例。

江莉莉教授表示，SMU 以管理、社会科学和科技的交叉融合见长。我们最想培养的，是“亚洲就绪”的人才：懂亚洲，也能在亚洲各地自如做事——懂市场、懂制度、更懂人。粤港澳大湾区需要这样的人才，东南亚亦然。这是我们来深圳的原因，更是我们扎根于此的决心。

揭幕仪式吸引了约 250 名来自高校与产业界的合作伙伴、捐赠人、校友、教职员工及学生出席。仪式上还举行了以“双向链接，聚力未来：共建中国—东盟创新、人才与机遇门户”为主题的专题讨论。对话嘉宾包括新加坡高级政务部长刘燕玲女士、吉利科技集团首席执行官、SMU 中国国际咨询委员会委员徐志豪博士（SMU 工商管理博士项目校友）与 SMU 常务副校长陈金樑教授。嘉宾们从政策、企业与大学三个视角展开对谈，探讨中国企业如何通过新加坡拓展东南亚市场，以及大学能为这座桥梁带来哪些价值。对话将由 SMU 战略管理学副教授、中文 EMBA 学术主任张曼主持。

SMU 中国中心位于深圳市南山区华润大厦（别名“春笋”），地处深圳科技创新与企业发展核心地带。中心将成为潜在学生、高校及各类机构联系 SMU 的中国主要联络点，并帮助有意拓展

东南亚市场的企业对接 SMU 在印度尼西亚、泰国及越南的海外中心网络，进一步巩固 SMU “亚洲门户，通达全球”的定位。

— 完 —

附件

1. 新加坡管理大学董事会主席高博德先生欢迎辞
2. 新加坡管理大学校长江莉莉教授致辞
3. [新加坡能源、贸易与工业部兼文化、社区及青年部高级政务部长刘燕玲女士致辞](#)
4. 附件一：揭幕仪式上宣布的合作备忘录

关于新加坡管理大学

新加坡管理大学 (Singapore Management University, SMU) 成立于 2000 年，其愿景为：根植亚洲、连结全球的城市型一流大学；融汇管理、社会科学与科技的核心枢纽；激发创新、跨越疆界、智启人生。在这一理念引领下，大学不断向前发展。

SMU 的使命为：

励学终身，育变革英才；
探理索微，应时代所问；
承合致远，御全球之路；
经世载新，塑永续未来。

凭借屡获殊荣的创新教学模式，SMU 秉承互动式、协作式与实践导向的教育理念，致力于培养兼具敏捷思维、适应力与行动力的毕业生，使他们能够从容应对快速变化的环境，并在商业、政府及社会各领域创造切实而深远的影响。SMU 毕业生的就业竞争力和平均起薪水平在新加坡均名列前茅。

SMU 下设八所学院，包括会计学院、李光前商学院、经济学院、计算机与信息系统学院、杨邦孝法学院、社会科学学院、综合学科学院及研究生研究课程学院，提供面向未来的本科、专业型研究生及研究型研究生课程。课程涵盖多学科与跨学科路径，回应当今世界的复杂挑战。

SMU 致力于开展严谨且具影响力的跨学科研究，从亚洲视角探讨具有全球意义的议题。SMU 的教研团队积极与世界各地的顶尖学者、大学以及业界、政府和社区伙伴合作，共同推动知识发现、引领政策与实践，并提供解决现实问题的方案。

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附件一

揭幕仪式宣布的合作备忘录

揭幕仪式上，SMU 与全球服务中心 Go Global（深圳市汇通环球国际服务有限公司运营的综合性国际服务平台）、深圳市国际交流合作基金会、中智国际商务发展有限公司，以及香港中文大学（深圳）签署合作备忘录。

合作领域涵盖联合研究与学术交流、学生实习与就业、领导力发展、企业国际化，以及深圳与东南亚之间的互联互通。

这些合作旨在进一步拓展 SMU 在中国的布局、合作网络与发展机会。合作备忘录的签署与 SMU 中国中心揭幕同期举行，彰显了大学持续深化与中国的联系和合作的决心，并进一步拓宽在教育、产业、人才及创新领域的交流合作。

1. 全球服务中心 Go Global

全球服务中心 Go Global 是南山区委、区政府重点打造的综合性国际服务平台，由深圳市汇通环球国际服务有限公司运营。SMU 与该平台将合力加强东南亚与南山区及粤港澳大湾区之间的连接。合作范围涵盖产业与企业交流、学生项目与实习、领导力发展、学术交流，以及为企业国际化提供支持。

2. 深圳市国际交流合作基金会（SFIEC）

双方合作将把深圳与 SMU 的新加坡本部及其海外中心网络相连，推动企业创新与出海，接待代表团与交流互访，举办思想领导力活动，开展 SMU-X 实践项目，并拓展东南亚与深圳之间的交流。

3. 中智国际商务发展有限公司

双方合作将为 SMU 学生在中国拓展发展机会，重点聚焦产学研交流、实习与毕业生就业，并通过招聘会、招聘活动及相关服务提供支持。

4. 香港中文大学（深圳）

双方合作涵盖联合研究与学术交流，包括社交媒体与金融市场技术发展方面的研究、共同拟定研究课题与经费申请，以及在亚洲各地开展实地实验。合作还将支持经管学院与 SMU 之间研究人员与博士生的短期互访，并互相开放双方的研究设施、研讨会及学术活动。