

Embargoed until 27 October 2023, 7pm (GMT +7)

Annex B2

Remarks by Centre Director Celine Kuok at the media conference for the launch of SMU Overseas Centre Bangkok (OCB)

**Park Hyatt Bangkok
Friday, 27 October 2023**

A very warm welcome to our friends from the media.

The SMU Overseas Centre Bangkok goes beyond education; it is about creating an ecosystem where knowledge, innovation, and positive impact come together. We are cognisant of the key trends shaping Thailand's educational landscape, including rapid internationalisation, technology integration, and the growth of the service sector.

Through OCB, SMU aims to facilitate the exchange of ideas, cultures, and expertise, fostering an environment where innovation and learning know no boundaries.

Over the coming months following the launch of OCB, a number of initiatives and events are being planned. OCB will progressively reach out and target various segments of the Thai community. These strategies are designed to engage a diverse range of stakeholders, including high school students, university graduates, working professionals, corporations, and institutes of higher learning.

There will be a number of webinars and thought leadership roundtable discussions for business leaders and academics to exchange insights and explore emerging trends in innovation, technology, and strategic digital transformation. The inaugural event will take place in the first quarter of 2024, offering an invaluable opportunity for learning and collaboration.

In addition, we will introduce "Thursdays@OCB" – a monthly social networking event designed for higher education institutions and corporations. These events serve as a space for sharing and discussing issues unique to operating in Asia, promoting collaborative efforts and knowledge exchange.

The SMU Overseas Centre Bangkok aims to be a catalyst for change and progress. We endeavour to empower the next generation of leaders, innovators, and changemakers who will shape Thailand's future and as Centre Director for OCB, I am deeply honoured to be part of this journey. Your support and collaboration are invaluable as we work together to make a meaningful impact in this region.

Thank you.