

**Remarks by Centre Director Mr Viet Anh Vu
at the Media Briefing for the launch of
SMU's Representative Office in Vietnam
(SMU Overseas Centre Ho Chi Minh City, OCHCMC)**

Thursday, 25 April 2024

A very warm welcome to our friends from the media.

The SMU Overseas Centre Vietnam goes beyond education; it is about creating an ecosystem where knowledge, innovation, and positive impact come together. We recognise the key trends shaping Vietnam's educational landscape, which include rapid globalisation, technology integration, and the growth of the service sector.

Through OCHCMC, 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 OCHCMC, a number of initiatives and events are being planned. OCHCMC will progressively reach out and target various segments of the Vietnamese 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.

This May, we will be holding the 3rd Vietnam Singapore Board Forum in Hanoi, together with our valued partner, Vietstar.

Up next, we will introduce "Thursdays@OCHCMC" – 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.

In addition, we will also be organising a quarterly gathering for alumni, current students and prospective students to facilitate exchanges of experience and business ideas.

Scholarships and grants will be made available to eligible Vietnamese students, including the Sea Town Scholarship, Ian R. Taylor Asia Scholarship, VinGroup Young Talent Scholarship and Mochtar Riady Scholarship. Through these scholarships, we hope to help nurture the next generation of leaders who will contribute to the growth of Asia.

The SMU Overseas Centre Ho Chi Minh City aims to be a catalyst for change and progress. We endeavour to empower the next generation of leaders, innovators, and changemakers who will shape Vietnam's future and as Centre Director for OCHCMC, I am deeply honoured to be part of this journey. Friends of the media, your support will be invaluable as we work together to make a meaningful impact in this region.

Thank you.