



JOINT MEDIA RELEASE

SMU's Sim Kee Boon Institute and Landmark Books launch 'Sim Kee Boon: The Businessman Bureaucrat'

The biography is co-authored by Mr Sim's granddaughter Ms Leanne Sim and SMU alumna Ms Low Shi Ping, with personal stories from more than 40 prominent leaders in Singapore

SINGAPORE, 23 September 2022 (Friday) – Singapore Management University's Sim Kee Boon Institute for Financial Economics (SKBI) together with Landmark Books today launched '**Sim Kee Boon: The Businessman Bureaucrat**', a biography which brings to life a part of Singapore's history by tracing the personal journey of the pioneer generation leader, who passed away in 2007.

Hand-picked by the colonial government to be a key civil servant, Sim Kee Boon(沈基文) participated in the merger talks with Malaysia, headed **Intraco**, the national trading company that was one of the drivers of the economy of a newly independent Singapore, and later, became Head of the **Civil Service**.

Sim Kee Boon is acknowledged as the man who oversaw the development of **Changi Airport**, making it the world's best air hub. At the same time, he saw to the design of the neighbouring **Tanah Merah Country Club** to create world- class golf courses.

Another significant contribution was the salvaging of **Keppel** by turning it into a diversified, visionary Singapore corporation. Through it, he not only gave **M1** its name but led it to become a leading telco from scratch.

Prime Minister Lee Hsien Loong provides a moving Foreword for the 240-page book. The book also contains personal stories surrounding Mr Sim from more than 40 prominent figures, including **Emeritus Senior Minister Goh Chok Tong**; former **Minister S. Dhanabalan**; former Chief Executive Officer of Temasek Holdings Ms **Ho Ching**; former Director-General of CAAS **Mr Wong Woon Liong**; and former Chief Executive Officer of Keppel Corporation **Mr Choo Chiau Beng**.

Sim Kee Boon: The Businessman Bureaucrat is more than the biography of this pioneer generation leader. It is a primer of the principles and values that he lived out in his successful career. Meticulous research by biographer Low Shi Ping, with personal insights by Sim Kee Boon's granddaughter Leanne Sim, makes this an engaging and valuable book about a man who made a difference to Singapore.

Guest-of-Honour of the book's unveiling ceremony was **Minister for Education and Minister-in-charge of the Public Service, Mr Chan Chun Sing**. He said, "The founding generation of civil servants like Mr Sim worked tremendously hard and persevered through daunting challenges to build the foundations of Singapore's success. I hope that through this book, future generations will be inspired to emulate his tenacity and sense of mission to similarly leave behind a better country for future generations."

Mr Loh Boon Chye, SKBI Advisory Board Chairman and Chief Executive Officer, Singapore Exchange

(罗文才, 沈基文金融经济研究院顾问委员会主席, 新加坡交易所首席执行官) said, "The Sim Kee Boon Institute carries on the legacy of the late Mr Sim through our mission to conduct applied research that is relevant and practical in Singapore and beyond. Mr Sim worked successfully with the public and private sectors to develop our city's modern infrastructure. In the same spirit, the SKBI Advisory Board directs our collaborative efforts towards the economy's most pressing needs, so as to deliver a positive impact on businesses, policy makers and society at large."

Professor Dave Fernandez, SKBI Director (方德尉教授, 沈基文金融经济研究院主任) said, "This institute, which is the only one in Singapore that bears his name, is Sim Kee Boon's living legacy for Singapore and beyond. When I first joined SMU, I started to discover the extent of SKB's contributions in shaping the Singapore economy to what it is today and realized that his story should be shared to a larger audience. That was the genesis of this book project. Now we should all share far and wide both the story of Mr Sim and that of the Sim Kee Boon Institute."

Granddaughter and co-author **Leanne Sim** (沈玫) said, "Making the decision to share my family's and my memories of my grandfather in such a public way scared me at first. Not many people reveal such deeply personal moments to others, let alone so openly. But I decided to be bold because this book was written to document not only a brief moment in our country's history, but also an integral part of my family's history. As the Chinese saying goes, 饮水思源 (yǐn shuǐ sī yuán). This biography is for my children and their children, that they may know the source of water they drink, and be grateful."

Co-author **Low Shi Ping** (刘诗平) said, "Writing about SKB's professional achievements has been deeply inspiring. I now have a better appreciation of how modern Singapore came to be. But he was not just competent in nation building. When he could, he touched and uplifted the lives of those who worked alongside him. In listening to all their stories to put this book together, I wish I had been one of them."

The book will be available from all good bookshops from 23 September 2022. The published price is \$30 before GST.

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Enclosures (please click on link [here](#) to download):

1. PDF version of *Sim Kee Boon: The Businessman Bureaucrat*
2. Profile of authors
3. Photos of Mr Sim Kee Boon
4. Photos of Book Launch event (media will be informed when they are ready)

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About Singapore Management University

Established in 2000, Singapore Management University (SMU) is recognised for its disciplinary and multi-disciplinary research that address issues of global relevance, impacting business, government, and society. Its distinctive education, incorporating innovative experiential learning, aims to nurture global citizens, entrepreneurs and change agents. With more than 12,000 students, SMU offers a wide range of bachelors, masters and PhD degree programmes in the disciplinary areas associated with six of its eight schools - Accountancy, Business, Economics, Computing, Law and Social Sciences. Its seventh school, the SMU College of Integrative Studies, offers a bachelor's degree programme in deep, integrative interdisciplinary education. The College of Graduate Research Studies, SMU's eighth school, enhances integration and interdisciplinarity across the various SMU postgraduate research programmes that will enable our students to gain a holistic experience and well-grounded approach to their research. SMU also offers a growing number of executive development and continuing education programmes. Through its city campus, SMU focuses on making meaningful impact on Singapore and beyond through its partnerships with industry, policy makers and academic institutions. www.smu.edu.sg

About Sim Kee Boon Institute for Financial Economics

The Sim Kee Boon Institute for Financial Economics (SKBI) is the premier Asian institute for applied financial economics research and training. This is done through multidisciplinary collaborations involving research talent from the SMU community, around the world as well as industry. The institute's focus is in the area of financial education and inclusion, sustainable finance, financial technology, and macro markets.

Besides conducting fundamental and applied research which aims at solving real-world issues, SKBI also actively engages in outreach, executive training and research dissemination through organising courses, seminars and conferences. Our purpose-oriented activities are designed to bridge the gap between theory and practice, and to act as accelerators with regard to financial policies and regulations. To maintain our relevance to finance practitioners and policy-makers, SKBI adopts a view on Asian and global economic trends.

SKBI is led by an Advisory Board that consists of prominent leaders of local and international organisations in the finance industry that have footprints across Asia, and of government agencies.

About Landmark Books

Landmark Books is an independent Singaporean publisher specialising in high-quality illustrated books, biographies, social history, Singapore literature and cookbooks. Established in 1986, it has produced many award-winning books for both design and content.

Authors who publish with Landmark Books include Simon Tay, Adrian Tan, Robert Kuok, Winston Choo, Lee Geek Boi, Kee Thuan Chye, Gretchen Liu, Alfian Sa'at, Theophilus Kwek, MD Sharif, Gwee Li Sui, Audra Morrice and Matthew Lloyd Tan.

Landmark Books has produced books for Mindef, The National Day Parade, National Arts Council, Preservation of Monuments Board, National Heritage Board, Singapore Art Museum, Asian Civilisations Museum, National Museum of Singapore, Cathay Organisation, Raffles Hotel and Singapore Island Country Club, among others.

The publisher of Landmark Books is Goh Eck Kheng, who acquired wide publishing experience in Eastern Universities Press and the Times group before setting up Landmark Books. He was a founding member of TheatreWorks and Chairman of the Speak Good English Movement and is a keen photographer and potter.