



Media Release

Singapore Management University launches its first overseas centre in Jakarta *The Overseas Centre Jakarta will be part of a regional eco-system network of knowledge-sharing nodes enabling SMU to be Asia's Knowledge Gateway.*

JAKARTA, 6 December 2022: Singapore Management University (SMU) today opened its first overseas centre in Jakarta, Indonesia, bolstering the university's goal to positively impact local communities as it advances its "Growth in Asia" strategic priority as part of its [Vision 2025](#).

SMU, which made its millennium debut as a new university in Singapore, has since established itself as a premium global-city university in Asia. The university has made great strides in leveraging its cross-disciplinary strengths to successfully execute its strategic thrusts of delivering transformative education, cutting edge research, and meaningful engagements, to meet Singapore and the region's future needs as Asia's Knowledge Gateway.

Professor Lily Kong, the President of SMU said, "We are committed to contributing to the betterment of local communities and economies in Asia through education, research and innovation and entrepreneurship initiatives, particularly in digital transformation, sustainable living and growth in Asia. SMU will develop a network of overseas centres in Asia's key cities to collectively build a regional eco-system of knowledge-sharing, research and enablement for local businesses, communities and people. Indonesia has been SMU's close partner for several decades now. Throughout the years, our university has played host to exceptional and talented students and faculty members from Indonesia. With the establishment of SMU Overseas Centre Jakarta, we will be able to further intertwine our academic circles and strengthen cooperation for higher education learning and skills development in both Indonesia and Singapore."

Shoeb Z Kagda has been named Centre Director of the Overseas Centre Jakarta, and will lead the centre to develop deeper engagement between the University's Schools, Offices, Centres, and Institutes and Indonesia Institutes of Higher Learning, business leaders, and key policy makers. Mr Kagda has spent more than two decades living and working in Indonesia, where he is currently the Chairman of the Singapore Chamber of Commerce in Indonesia and founder of the Indonesia Economic Forum.

"Being a member of a world class academic institution is both a privilege and a blessing", said **Shoeb Z Kagda, Centre Director of SMU Overseas Centre Jakarta**.

"Indonesia is a rising regional economic powerhouse with a growing influence in shaping the future of both Asia and the region. Collaboration with Indonesian corporations, higher education institutions, government agencies, and the wider society will be critical to improving talent development, thought leadership, innovation, and entrepreneurship in both countries. It is an honour for me to represent SMU in Indonesia, and I look forward to working with all stakeholders to actively foster a knowledge climate in



which intellectual and cultural diversity is respected and embraced as we drive the economic development of communities and sectors growth in Indonesia."

Indonesia's status as the largest economy in Southeast Asia with their rising rates of tertiary educated workforce puts them in an ideal position to capitalise on Asia's growth. SMU aims to provide the avenue by which Indonesia's corporate, government and industry workforce can take advantage of SMU's world class education through its professional continuing education and postgraduate programmes. Additionally, SMU will work to strengthen bilateral efforts so as to develop and carry out strategic collaborative initiatives and programmes to build intellectual capital ground up and positively impact local communities.

SMU has laid the groundwork for closer collaborations over the last decade. The [International Advisory Council](#) was established in Indonesia by the University in 2018 to establish, strengthen and deepen SMU's collaboration and engagement with the government, academic and business communities. SMU also has ongoing MOUs with Indonesia's top three universities, Universitas Gadjah Mada (UGM), Universitas Indonesia (UI), and Institut Teknologi Bandung (ITB), covering both academic and research cooperation.

You can read more information on SMU Overseas Centre Jakarta [here](#).

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About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and to produce broad-based, creative, and entrepreneurial leaders for the knowledge-based economy. SMU's education is known for its highly interactive, collaborative, and project-based approach to learning.

Home to over 12,000 students across undergraduate, postgraduate professional and postgraduate research programmes, SMU comprises eight schools: 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. SMU offers a wide range of bachelors', masters', and PhD degree programmes in the disciplinary areas associated with its schools, as well as in multidisciplinary combinations of these areas.



SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with global partners in the business community and public sector. SMU's city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government, and the wider community. www.smu.edu.sg

About SMU Overseas Centre Jakarta

The Singapore Management University (SMU) Overseas Centre Jakarta (OCJ) is the first Overseas Centre established by the University, in alignment with its Growth in Asia strategic priority as part of SMU Vision 2025. OCJ will be a part of a regional eco-system network of knowledge-sharing nodes that will enable the University to execute initiatives and programmes that will positively impact local communities.

OCJ will work with local partners in education and industry to support human capital development in Indonesia and enable exchange of knowledge and expertise between Singapore and Indonesia. The Centre will provide direct access to innovative, in-depth knowledge across Institutes of Higher Learning in Indonesia; build deeper engagement with Indonesian business leaders and policy makers; and facilitate regular exchanges between SMU students and Indonesian youth.

OCJ will partner with the University's Schools, Offices, Institutes and Centres to contribute to the social and economic development of Indonesia and in the process enhance SMU's brand and reputation as a premier Asian university.