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PRESS RELEASE

[19 August 2002]

Singapore Management University Announces new Wee Kim Wee Centre at Convocation 2002

Singapore Management University Announces new Wee Kim Wee Centre at Convocation 2002 Centre tasked to promote deeper understanding on the impact of cultural diversity on economic, social development and businesses

Singapore Management University (SMU)'s new Chancellor, Dr Richard Hu will officiate the opening of the university's academic year at Convocation 2002, to be held at Suntec Singapore Ballroom on Saturday, 17 August 2002. The Convocation will be graced by Guest-of-Honour Dr Lee Boon Yang, Minister for Manpower.

Apart from welcoming SMU's third intake of 600 undergraduates – 400 Bachelor of Business Management (BBM), 100 Bachelor of Accountancy (BAcc) and 50 pioneer intake for the new Bachelor of Science (Econs) BSc (Econs), the ceremony will also witness the launch of the Wee Kim Wee Centre.

Named after Singapore's former president, Dr Wee Kim Wee, who is known for his efforts in fostering good relations in the Asia-Pacific region as a diplomat in Malaysia, Japan and Korea; the Centre will uphold his spirit by promoting international studies that will contribute to greater understanding of cultural diversity. The Centre's primary focus will be on activities and programmes with a clear cross-cultural and management dimension and its impact on economic and social development, as well as businesses.

Through the Wee Kim Wee Centre, SMU will establish links and collaborative exchanges with other regional or international institutions. It will also engage SMU students, faculty and the community in wide-ranging dialogues on cross-cultural issues through research, publications, seminars, conferences and a distinguished lecture series.

The Wee Kim Wee Centre will be headed by Centre Director, Practice Professor Pang Eng Fong, former High Commissioner for Singapore to the United Kingdom and Ambassador to Ireland. Professor Pang was Visiting Professor of the Graduate School of Business, Columbia University and Director of the Economic Research Centre, National University of Singapore prior to becoming a diplomat.

SMU's Convocation ceremony is unique amongst Singapore's universities, combining the solemnity of formal processions with light-hearted student performances. This year,

adventurer Khoo Swee Chiow is guest speaker at the ceremony to inspire. Key student awards and scholarships such as the Hewlett-Packard Best 1st Year Student Award (BAcc), awarded to student who topped the pioneering cohort of Accountancy students, will also be presented during the Convocation.

“The 600 students we’re welcoming at the 2002 Convocation have been hand-picked for their ability to excel academically and in all other areas of University life, including community service and social activities. For today’s students to cultivate a successful approach to life and business, they will need to develop creativity, innovation and a rigorous understanding of the wider world” said SMU President Ron Frank.