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**MOU TAKES NTU-SCCCI PARTNERSHIP TO NEW HEIGHTS**
- Joint collaboration to bring executive programmes to Chinese officials

Nanyang Technological University (NTU) is bringing its strategic partnership with the Singapore Chinese Chamber of Commerce & Industry (SCCCI) to a new level. This partnership is in line with desire of Singapore and China for closer human resource development and cooperation.

This joint venture has the support of Ministry of Trade and Industry (MTI), and is expected to enhance Sino-Singapore cooperation through the exchange of management experience and expertise.

NTU and the SCCCI will tap on each other’s strengths in the areas of marketing, curriculum development, teaching faculty and business network to develop quality executive programmes for senior PRC government officials visiting Singapore in their official capacity.

NTU President, Dr Su Guaning (徐冠林), shares: “At NTU, we are able to offer the best of east-west scholarship because we are plugged into an extensive network of more than 300 leading universities worldwide, including top universities in China such as Peking University, Tsinghua University and Shanghai Jiao Tong University. At the same time, our close ties with China help us understand their needs better. This enables us to customise programmes
to suit our Chinese counterparts. We welcome this opportunity to reinforce our good relations. I believe that we can learn much from the participants, and hope they will similarly find our courses useful and informative.”

NTU has embarked on many Chinese initiatives in recent years. The university currently offers the following customized programmes for Chinese officials and businessmen:

- Master of Public Administration
- Master of Science in Managerial Economics (also known as the “Mayor's Class”)
- Executive Master of Business Administration
- Advanced Management Programmes

NTU has established partnerships with top institutions in China such as Peking University, Shanghai Jiao Tong University and Tsinghua University. The University is also collaborating with many companies in China to provide opportunities for our students to go on exchange, immersion and attachment programmes. These include companies in Zhangjiang Hi Tech Park in Shanghai, the Beijing Economic and Technological Development Zone and Zhongguancun Science Park in Beijing, among others.

In June this year, the University further expanded its presence in China and set up offices in Beijing and Shanghai to strengthen ties with top universities and industries, as well as help enhance Sino-Singapore business relations.

Dr Su adds: “I am pleased to reinforce our strategic partnership with the SCCCI. We have enjoyed close relations since 1955, when the SCCCI contributed to the establishment of Nanyang University. In fact, the SCCCI has set up a long-term scholarship for our Master of Public Administration (MPA) programme. It has also agreed to offer a gold-medal award to the most outstanding student from the MPA programme. These collaborations are testament of our close relationship, and we are very thankful to the SCCCI for its continuous support over the years.”

SCCCI President, Mr Chua Thian Poh (蔡天宝), says: “The SCCCI and NTU have always been strong promoters of Chinese language and culture. At the same time, the SCCCI has maintained strong ties with key business Chambers and government bodies in many provinces and cities throughout China since its economic reform. Relations have intensified over the years in many areas of cooperation, with the exchange of reciprocal trade missions, hosting of high-level visitors and delegations from China, organising of investment seminars on various aspects of doing business in China, training courses for officials from China through our Singapore Chinese Chamber Institute of Business, and a series of workshops on comprehending Chinese culture and customs, modern Chinese history and application of
classics. We are therefore pleased to have this opportunity to continue to promote such strong ties with China through this partnership with NTU.

The ties between the SCCCI and NTU date back to 1955, and through the years, we have not just maintained a close relationship, but have also strengthened it by continually engaging in other collaborations such as joint scholarships and business forums."

To formalise the partnership, Dr Su Guaning and Mr Chua Thian Poh will sign a Memorandum of Understanding at NTU tomorrow, 17 December 2005. The event will be attended by Mr Li Zhiqun (李志群), Minister Counsellor (Economic & Commercial) to the Chinese Embassy, Ms Edith Cheong (张采虹), Director of International Business Development Division, MTI, as well as representatives from NTU, the SCCCI and the Chinese Embassy.

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About Nanyang Technological University

Nanyang Technological University (NTU) is an established tertiary institution with 12 Schools, including three new schools - the School of Humanities and Social Sciences, School of Art, Design and Media, and School of Physical and Mathematical Sciences.

NTU has a distinguished lineage with roots that go back to 1955. Today, we are a research-intensive university ranked among the top 50 in the world. Our strength in science and engineering is acknowledged globally. We have a business school with an MBA programme that is among the top 100 in the world, an internationally-acclaimed National Institute of Education, one of the best communication and information schools in Asia, and a biological sciences school at the forefront of Singapore’s life sciences initiative. The Institute of Defence & Strategic Studies is a world authority on terrorism.

Our New Undergraduate Experience featuring a holistic education including residential living and international experience has received external endorsement for its comprehensive curriculum featuring a rich selection of minors.

For more information, visit www.ntu.edu.sg

About Singapore Chinese Chamber of Commerce & Industry

Established in 1906, the Singapore Chinese Chamber of Commerce & Industry (SCCCI) is an internationally renowned business organisation and the apex body of the Chinese business community in Singapore.

It is the founder of the biennial World Chinese Entrepreneurs Convention and the World Chinese Business Network, a global online business information portal. It plays a key and pro-active role in representing the interests of the local business community, and in the promotion of economic development and international trade for Singapore. In its continued drive for service excellence, the SCCCI is the first business chamber in the region that has been awarded ISO 9002 certification since 1995.

The SCCCI has a membership network of 119 trade associations and 4,000 corporate entities including large financial and business organisations, multinational corporations, government-linked companies, small and medium enterprises from a wide spectrum of trades and industries. Together, they provide the business community with vast resources and an influential global Chinese business network for business, culture and education.

For more information, visit www.sccci.org.sg