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NTU hosts International Conference on Chinese Enterprise Research 2007

The Lien Chinese Enterprise Research Centre (Lien CERC) of Nanyang Technological University (NTU) is hosting an international conference on Chinese enterprise research on 13 and 14 December 2007 at NTU and the Singapore Chinese Chamber of Commerce and Industry (SCCCI) respectively. Mr Chua Thian Poh, President of SCCCI, will be the Guest-of-Honour at the opening session on Thursday 13 December at 9am at the Nanyang Executive Centre, NTU.

The two-day conference is an annual flagship event of the Lien CERC, which was set up in December 2006 by NTU and the Lien Foundation to spearhead world-class research that will benefit the business communities in Singapore and China in the long term. Supported by the SCCCI, the conference will provide deep insights into the development of China’s economy, with the introduction of keynote speeches, paper presentations and forums. Eminent academics and distinguished scholars from China and the United Kingdom will be delivering keynote addresses on the competitiveness of Chinese enterprises in the globalisation era, as well as China’s economic reforms. 26 papers covering the latest key findings from Singapore, China and the United Kingdom, have been accepted for presentation at the conference.

This year, a special forum co-organised by NTU’s Alumni Affairs Office, will feature a panel of esteemed economists and entrepreneurs from Singapore and China, including distinguished NTU alumni. They will discuss how Chinese enterprises are going global and how Singaporeans are conducting business in China. Mr Li Minglin, Economic and Commercial Minister Counsellor, Embassy of the People’s Republic of China in Singapore, has been invited as a special guest to speak at the forum.

The conference will be conducted in Mandarin. Highlights of the event are as follows:

Day 1: Keynote Speeches and Paper Presentations

Date/Time: 13 December 2007, Thursday, 9am – 5.30pm
Venue: Auditorium, Level 2, Nanyang Executive Centre, NTU

Highlights:

• “Competitiveness of Chinese Companies in Globalisation Era” - by Prof Zhang Weiying, Dean, Guanghua School of Management, Peking University
Day 2: Forum 论坛专场

Date/Time: 14 December 2007, Friday, 1pm – 5pm
Venue: Auditorium, Level 2, Singapore Chinese Chamber of Commerce and Industry

Highlights:

- Forum 1: “Internalisation of Banks in China” 国际化道路上的中国金融业（chaired by Ms Shen Bing, well-known Chinese television host and NTU alumnus）

- Forum 2: “Doing Business in China by NTU Distinguished Alumni” 杰出校友神州行（chaired by Associate Professor Tan Teng Kee, Director of the Lien Chinese Enterprise Research Centre）

Some 400 participants are expected at the conference. Through a meeting of distinguished scholars, economists, and industry players, NTU aims to further promote the understanding of Chinese enterprise, international intellectual exchange and collaboration.

For more information on the conference, please visit:
www.ntu-cerc.com/ch/conference2007/

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About Lien Chinese Enterprise Research Centre, NTU

The Lien Chinese Enterprise Research Centre (Lien CERC), a partnership between NTU and the Lien Foundation, was launched at NTU in December 2006. It was set up to advance NTU’s efforts to spearhead world-class research that will benefit the business communities in Singapore and China in the long term.

The first of its kind in Singapore, the Centre connects Singaporean and Chinese physical and intellectual resources with national, multinational and global enterprises. It leverages NTU’s expertise in Chinese-related research and education and tap into its extensive links with the Chinese business community and government agencies that could facilitate further
expansion of economic relations. It also provides support for Singaporean companies in China through the sharing of experiences, business ideas and the latest business trends. By creating such a knowledge network, the Centre helps to shorten the learning curve for doing business in China.

With research being a cornerstone of the Centre's work, Lien CERC undertakes business case studies in Singapore and China through interviews and company site visits. These case studies will help aspiring entrepreneurs understand the vast China market.

**About Nanyang Technological University**

Nanyang Technological University (NTU) is a research-intensive university ranked among the top 25 technological universities in the world. The university has two campuses in Singapore. The Yunnan Garden campus, NTU's main campus, is located in the southwestern part of Singapore. The NTU@one-north campus, home to educational and alumni clubhouse facilities, is located near Singapore's biomedical research hub, Biopolis; and the new infocomm and media hub, Fusionopolis.

NTU has four colleges comprising 12 schools. The College of Engineering comprises six schools focused on technology and innovation. Its research output ranks among the top four in the world. The College of Science pushes the boundaries of Singapore's life sciences initiatives. The Nanyang Business School (the College of Business) offers one of the world's top 100 MBA programmes. The College of Humanities, Arts, & Social Sciences boasts Singapore's first professional art school offering degree courses in art, design and interactive digital media, the Humanities and Social Science School, and the Wee Kim Wee School of Communication and Information, a top journalism and media school in Asia.

The 13th school, S Rajaratnam School of International Studies, was inaugurated on 1 January 2007. An important component of this autonomous school is the Institute of Defence and Strategic Studies, long recognised as a world authority on strategic studies and terrorism. NTU is also home to the internationally-acclaimed National Institute of Education, Singapore's only teacher-training institute.

NTU has in place multi-country programmes and initiatives with established institutions worldwide. Key partners include MIT, Stanford University, Cornell University, Caltech, University of Washington, Georgia Institute of Technology, Carnegie Mellon University in USA, Peking University, Shanghai Jiaotong University, Waseda University, Indian Institute of Technology in Asia, Cambridge University, Imperial College and Swiss Federal Institute of Technology in Europe.

For more information, visit [www.ntu.edu.sg](http://www.ntu.edu.sg)