



# ADVANCING WITH YOUR SUPPORT

SMU Giving Review 2014



# SETTING OUR SIGHTS ON **VISION 2025**

As we celebrate SMU's 15th anniversary, we reflect on an incredible journey during which our transformational education has nurtured generations of SMU graduates with the knowledge, skills, heart and mind to succeed in today's globalised world.

2014 has been yet another year of growth and achievement for SMU. New partnerships with leading universities continue to enhance our academic offerings. Improvements in facilities such as our revamped Li Ka Shing Library enhance the vibrancy of our learning environment. We now have close to 1,000 postgraduate students on campus thanks to a host of relevant and innovative programmes, while our alumni community has grown to over 15,000 across 10 global chapters.

Our role at the frontier of research has also been secured with a \$10 million grant under MOE's Tier 3 competitive grant programme for a project focused on Singapore's ageing population, and grants worth \$36.5 million awarded to our School of Information Systems to undertake research and development supporting a number of national initiatives.

Having firmly established SMU as a model of innovative learning, the University now stands at the threshold of an exciting new phase of development. SMU Vision 2025 will serve as our roadmap over the next 10 years, engaging every faculty and staff member in our endeavour to transform SMU into a truly great university in the global arena – one that contributes positively to humanity and to solving the world's most compelling challenges. In this next decade of evolution, our focus will be on taking the lead as a game changer in transformative education, as a catalyst through cutting-edge research, and as a global model of an Asian City University.

As we aim to raise the bar yet again, we are deeply grateful to our many corporate and private donors whose generous gifts over the last 15 years, regardless of size, have supported our goals, enabling us to expand our programmes, build new facilities, attract world-class faculty, support groundbreaking research, and make higher education accessible to more. Embarking on our next chapter, Vision 2025, we look forward to your continued support of our global aspirations.

**Professor Arnoud De Meyer**  
President, SMU

# A LOOK BACK AT DEFINING MOMENTS IN SMU'S GIVING HISTORY

SMU has come a long way since its inception in 2000, building a reputation as a dynamic university recognised for world-class research, distinguished faculty, and for preparing its students to become leaders of the future, equipping them with the knowledge and skills most sought after in our globalised world.

Playing a very significant part in this journey has been the friendship and financial support of over 600 donors, whose gifts have and continue to shape our future. Many of them have shared and supported our vision right from the start – whether through contributing to our physical learning environment, forging connections between SMU and the business community, or providing financial support and encouragement to our students.

## Among these trailblazers of philanthropy, we'd like to acknowledge the following pioneer and long-term supporters of SMU who continue to champion the drive towards excellence

### The Lee Foundation

In 2004, the Lee Foundation committed a gift of \$50 million to SMU, in honour of the late Dr Lee Kong Chian. In recognition of the Foundation's generosity, SMU named in perpetuity the School of Business and its building, the university wide Scholars' Programme and a Fund for Research Excellence after Dr Lee Kong Chian. The Lee Foundation has also been a long-term supporter and friend of SMU, funding many programmes including scholarships for financially needy students, research initiatives and student community service projects.

### Ngee Ann Kongsi

Ngee Ann Kongsi has been a strong advocate of education over the years and SMU was privileged to be the first local university to receive a generous \$3 million donation towards its endowed funds. In appreciation, SMU named a 300-seater conference hall the Ngee Ann Kongsi Auditorium and launched the Ngee Ann Kongsi Annual Lecture Series. In 2011, an additional \$10 million was donated in support of the Kwa Geok Choo Law Library and Kwa Geok Choo Top Law Student Award.

### Temasek Holdings

Temasek Holdings' support of SMU's Master of Science in Wealth Management Programme enters into its 11th year. To date, 437 participants from 23 countries have graduated from the programme, which provides strong grounding in global wealth management. Temasek Holdings' continuous support include a \$10 million gift towards the Sim Kee Boon Institute for Financial Economics and donations towards the Kwa Geok Choo Law Library, exchange scholarships and bursaries.

### The Li Ka Shing Foundation

The Li Ka Shing Foundation donated \$19.5 million in 2002 as a gift towards the library and to establish the Li Ka Shing Endowed Scholarship which continues to provide financial relief to SMU students. The Li Ka Shing Library was officially opened in 2006 and remains an intellectual hub central to SMU life.

### Singapore Chinese Chamber of Commerce Foundation

Singapore Chinese Chamber of Commerce Foundation (SCCCF) introduced the SCCCFF Business Scholarship since 2001 to recognise outstanding undergraduates, and in 2013 reaffirmed its long-term support of SMU by doubling its scholarship commitment.

### Jardine Cycle and Carriage

Jardine Cycle and Carriage Scholarship established since 2000, has been awarded to Business Management undergraduates with excellent academic ability, strong community involvement and leadership skills, enabling them to fully experience SMU's holistic education.



# 15 YEARS OF STUDENT EXCELLENCE

Prestigious scholarships and grants established by philanthropists and donor organisations recognise the talent and potential of our students to excel. They open doors and pave the way for dreams to be fulfilled. The value of such support is far-reaching, nurturing a new generation of bright and compassionate individuals that have the ability to contribute positively, both in the workplace and in society.



SMU President Professor Arnoud De Meyer presenting a memento to Mr Timothy Chia.

## Charlie and Janet Chia Scholarship inspires a new generation

Celebrating the legacy of humility, graciousness and zest for life demonstrated by the late Charlie Chia Cheng Guan and Janet Chia Yoke Leng, who were married for over 70 years, their son, Mr Timothy Chia, a member of the SMU Board of Trustees, has donated \$1 million to SMU since 2011 to establish The Charlie & Janet Chia Scholarship. He hopes this gift will inspire future generations of SMU students to live out the values his late parents hold dear to. The gift will benefit four financially needy students each year.

For recipient Steven Tan, a third year School of Economics student, the scholarship is making it possible for him to pursue his dreams of entering the financial sector in the future. In turn, Steven is quick to provide a helping hand to others in need, stepping up to lead a team of 22 on an Overseas Community Service project to Vietnam.

## Learning to pay it forward through Lim Siah Mong Scholarship

Kindling the passion and drive for excellence, Mr Lim Siah Mong, Managing Director of Lubritrade Trading Pte Ltd, has generously set up the \$1 million Lim Siah Mong Scholarship which will fund five full bond-free scholarships a year to full-time Singaporean freshmen enrolled in any undergraduate programme at SMU. In all, 25 scholarships will be awarded over a period of five years, commencing from AY2014/15.

The Scholarship aims to inspire needy SMU students with outstanding academic results as well as a commendable record of co-curricular activity and/or community service involvement. Said Mr Lim, "*As a strong advocate of education, I hope that more students will benefit from the Scholarship and learn to pay it forward by contributing back to society in time to come.*"



Inaugural scholarship recipients (from left) Chan Chan Leong, Brian Huang, Joleen Tan, Yeoh Yan Ru and (extreme right) Wan Mei Ying with Mr Lim Siah Mong and SMU President Professor Arnoud De Meyer at the donor appreciation tea and scholarship presentation ceremony.

## Dr Tahir's gift of \$2 million to benefit needy SMU students



Dr Tahir (left) and SMU President Professor Arnoud De Meyer (right), with Ratna Sari Dessy (centre), the inaugural recipient of the Tahir Indonesian Scholarship.

On 18 August 2014, Dr Tahir, Founder of Indonesia's Mayapada Group, inaugurated the \$1 million Tahir Indonesian Scholarship for undergraduates of Indonesian nationality to pursue any full-time degree programme at SMU. He also announced his intention to establish a further \$1 million scholarship for Singaporean students studying at SMU.

A firm believer in education, Dr Tahir views his contribution as a means of supporting and investing in the long-term development of societies, helping to build intellectual capital and nurturing human talent. Dr Tahir pinpointed how SMU's industry-relevant curriculum, highly interactive pedagogy, emphasis on community service, and global exposure *"resonate with my personal beliefs and what I feel an excellent university should possess."*

## Genting Singapore and SMU launch Integrated Resort Management Cross-Cultural Exchange Programme

Launched in August 2014 by SMU and Genting Singapore (GENS), the first-of-its-kind Integrated Resort Management Cross-Cultural Exchange Programme offers a unique platform for participants to acquire first-hand knowledge, insights and practical experience in the Integrated Resort (IR) sector through specialised training on IR Management, with industry immersion within Resorts World Sentosa.

Made possible through a \$500,000 gift from GENS to SMU over three years, the programme is available to year two and year three undergraduates of SMU and those from its partner universities in Japan who have been accepted into SMU's student exchange programme.

*"This distinctive University-Industry partnership and programme is designed to give students the unique opportunity to be immersed in a dynamic business environment. They will not only gain a global perspective and insights into IR operations and management, but also acquire an appreciation for cross-cultural collaboration and teamwork, as they will be learning and working alongside fellow youths from other countries,"* said Associate Professor Annie Koh, SMU's Vice-President for Business Development & External Relations, and Academic Director of the Center for Professional Studies.



Ms Lee Shi Ruh, Chief Financial Officer, Genting Singapore; Mr Tan Hee Teck, President and Chief Operating Officer of Genting Singapore and Chief Executive Officer of Resorts World Sentosa; Minister Tsutsumi Naohiro, Deputy Chief of Mission, Embassy of Japan in Singapore; Associate Professor Annie Koh, SMU; Mr Ng Chun Ping, Director National Youth Council.

## Wilmar provides real-world exposure

Exposure to emerging economies and the opportunity to sharpen their business acumen in the real world is a reality for recipients of the Wilmar Overseas Internship Grant, established by Wilmar International Limited. Students are posted to Wilmar-affiliated companies in the People's Republic of China, Africa and Southeast Asia, gaining a bird's eye view of operations in different organisations, from established global leaders to newly established firms, as well as an understanding of different countries' economic dynamics and cultural nuances.

*"The rotational programme gives me an overview of how a global leading company operates. By attaching to the various departments within one of Wilmar's China operations, I gained greater understanding of how the trading and finance departments intertwine with the other departments. Hence, a deeper appreciation of the company ground up."*

- Damien Niang, second year student at the School of Accountancy

# 15 YEARS OF EDUCATIONAL SUPPORT

We treasure the support of donors who have helped ease the financial burden for students facing financial hardship. Their generosity has changed futures. With the assistance of donor-established bursaries and study awards, more students are being enriched by SMU's transformational education, letting nothing stand in the way of achieving their potential.

## Nurturing leaders of the future through Peter Tan PTO Endowed Bursary

Having grown up amid financial hardship, Mr Peter Tan Shou Yi, Group Financial Services Director of Prudential Assurance Company Singapore, has always believed education to be a crucial social enabler. In March 2014, he established the \$1 million Peter Tan PTO Endowed Bursary, which will provide ten bursaries worth \$6,000 each to be disbursed annually and in perpetuity for needy Singaporean students in SMU's School of Economics.

Shared Mr Tan, *"I am proud to be associated with SMU, whose transformational education nurtures leaders of the future. To me, no such leader of the future should be denied an education because he or she has financial difficulties. I trust these bursary recipients will be inspired to contribute back to society."*



(Back row) SMU President Professor Arnoud De Meyer (third from L), Mr Peter Tan Shou Yi (third from R), Professor Bryce Hool, Dean, School of Economics (second from R), Professor Ong Siow Heng, Dean of Students (extreme R), with the inaugural recipients (front row) of the Peter Tan PTO Endowed Bursary.



Professor Ong Siow Heng, Dean of Students, SMU President Professor Arnoud De Meyer, Mr Ho Siong Hin, Chairman of the Char Yong (Dabu) Foundation and Mr Ho Khiam Seng, President of Char Yong (Dabu) Foundation at the cheque presentation ceremony.

## Char Yong (Dabu) Association Study Award to help needy SMU students

SMU has named a seminar room at the Lee Kong Chian School of Business the 'Char Yong (Dabu) Association, Singapore seminar room'. This is in recognition of the tremendous support provided by the Association over the years, which includes a gift made towards the Kwa Geok Choo Law Library, a main feature of the new SMU School of Law building, and an endowed contribution of \$500,000 towards the new Char Yong (Dabu) Association, Singapore Study Award.

*"Give a man a fish, and you feed him for a day; show him how to catch fish, and you feed him for a lifetime. We, at Char Yong, see education as the ability to fish, which is why we support education philanthropy." – Mr Ho Siong Hin, Chairman of Char Yong (Dabu) Foundation, which manages the Association's philanthropic work.*

## Excelpoint encourages excellence through Bursary and Resilience Award

Mr Albert Phuay, founder and Chairman of Excelpoint Technology, a leading regional electronics components distributor, never had the opportunity to further his education at university due to his family's financial situation. Inspired to provide financial support to students facing similar hardships, Excelpoint Technology established the Excelpoint Bursary in August 2014. In addition, the Excelpoint Resilience Award was established to offer further encouragement to Excelpoint Bursary recipients who best demonstrate their ability to overcome financial hardship and make significant academic progress.



Recipients of the Excelpoint Bursary with Excelpoint Technology's Corporate Development Manager, Ms Phuyay Li Ying and Excelpoint Technology's Chairman, Mr Albert Phuay.

Leonard Ong Guang Shan, a fourth year student at the School of Information Systems, has been juggling studies and part-time work to support himself in his studies at SMU. He expressed his gratitude

to Excelpoint Technology for the bursary, which will go a long way in lightening the financial load on his family. "This bursary is a huge relief for my family. I can now concentrate more of my energies on my

studies and worry less about the study loan. Thank you for supporting me, and I hope to be able to pay it forward in the future and to also support others in their educational journey."

## Ho See Beng Bursary continues the legacy of equal opportunity



Family and friends of the late Mr Ho See Beng with SMU President Professor Arnoud De Meyer.

On 5 December 2014, Prime Minister Lee Hsien Loong and former President S R Nathan launched the book 'Ho See Beng: The Washerwoman's Son', a tribute to Mr Ho See Beng, a pioneer unionist and former Member of Parliament. The launch served to kickstart the fundraising campaign for the Ho See Beng Bursary, which aims to raise over \$100,000 to help needy students at SMU pursue academic excellence. This bursary continues the longstanding relationship between SMU and Mr Ho's family that includes the establishment of the Ho See Beng Scholarship and Ho See Beng Excellence Awards.

"Having come from a humble and an impoverished background, our father always had a strong sense of solidarity with the less privileged, and we hope that the Ho See Beng Bursary at SMU will be a source of help for the financially needy students at the University. We are also thankful to the inaugural donors of the Bursary who have come forward to contribute to the Fund," said Mr Ho Cheow Teck, the younger son of the late Mr Ho See Beng.

**If you wish to contribute to the Ho See Beng Bursary, please contact [giving@smu.edu.sg](mailto:giving@smu.edu.sg).**

## DNIV International Bursary makes a valuable impact

A leading regional distributor of high quality electronic and industrial equipment and components, DNIV International knows all about the pursuit of excellence. In 2014, the



company established the DNIV International Bursary, extending the opportunity to SMU undergraduates in financial need to achieve academic excellence. One bursary, valued at \$6,000 and tenable for one year of study, will be awarded annually commencing AY2014/15 and in perpetuity.

"An endowed bursary with SMU would permanently create a lasting legacy that will encourage and support talented young people for generations to come. Also, it is a tremendously rewarding experience for me to make a difference in the lives of financially needy students."

- Desmond Ng, Director,  
DNIV International Pte Ltd (pictured above)

# 15 YEARS OF KNOWLEDGE SHARING

Through key partnerships and donor-funded platforms, SMU creates vital space for the exchange of knowledge that is both personally empowering and globally relevant. In 2006, SMU collaborated with the Lien Foundation to set up the Lien Foundation Centre for Social Innovation. The first of its kind in Asia, the Centre has played a pivotal role in cultivating social change. In 2012, Citi Foundation and SMU established the Citi-SMU Financial Literacy Programme for Young Adults, Singapore's first financial literacy programme aimed at equipping young adults with personal financial knowledge, and training them to share that knowledge. By opening up avenues for thought leadership, SMU facilitates the ongoing exchange of expertise and ideas.

## Lien Centre for Social Innovation – A thought leader and catalyst for positive social change



The Lien Centre for Social Innovation contributes to a more equitable, inclusive and vibrant society by advancing the thinking and capability of the social sector and addressing social needs through innovative approaches. The Centre is known for its Social Insight Research Series of publications that explore topics of contemporary interest in Singapore and the region, generating new thinking and fostering innovative practices. Its latest research publication, entitled “A Handbook in Inequality, Poverty and Unmet Social Needs in Singapore”, is the first of its kind to be released in Singapore.

Under the umbrella of SMU Change Lab, the Centre has also been working on a series of participatory action-research projects focused on the needs of vulnerable communities in Singapore. Working with community members, voluntary welfare organisations and students to collect, share, query and use qualitative primary research, each project focuses on a particular community to collaboratively design new or improved needs-based social services.

## New partnerships expand Citi-SMU Financial Literacy Programme

Since its launch in 2012, the Citi-SMU Financial Literacy Programme for Young Adults (Fin Lit Programme) has trained 86 SMU student trainers over three batches in essential personal finance knowledge and skills. In turn, each batch of these 30 SMU student trainers impart this knowledge to 3,000 first-year ITE students over three days each year. Evolving to remain relevant to its audience, new partnerships with the Housing & Development Board (HDB) and National Council on Problem Gambling (NCPG) have broadened the curriculum to include insights on issues such as Singapore's gambling landscape, housing options available in Singapore and financial planning for the purchase of a flat for the young adult segment.

*“Through the Citi-SMU Fin Lit Programme, I desire to contribute by positively impacting youths to start managing their finances effectively to achieve a head start in their life. The relevant knowledge taught by our faculty and by the speakers of HDB and NCPG has better prepared me to achieve this goal.”*

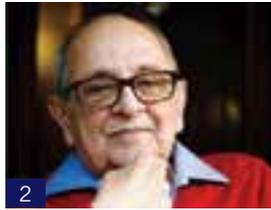
– Siddiq Poh, third year student at the School of Accountancy and President of Citi-SMU Financial Literacy Club

# SMU Fuels Thought Leadership

We thank our many donors who have made possible a spectacular line-up of lectures and professorships featuring distinguished scholars, eminent business leaders and key politicians in public and media platforms. Some recent highlights include:



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**1 Ho Rih Hwa Leadership in Asia Public Lecture Series**  
**Aung San Suu Kyi**  
Nobel Peace Prize Laureate & Member of Myanmar Parliament

**2 Herbert Smith Asian Arbitration Lecture Series**  
**Mr Fali Nariman**  
Senior Advocate of the Supreme Court of India

**3 The Shaw Foundation Distinguished Faculty Lecture Series**  
**Professor George Day**  
University of Pennsylvania, The Wharton School

**4 Ngee Ann Kongsi Annual Lecture Series**  
**Professor Paul Evans**  
The University of British Columbia

**5 Vitol Industry Speaker Series**  
**Mr Scott D Sheffield**  
Chairman & CEO of Pioneer Natural Resources

**6 Singapore Mediation Lecture Series**  
**The Right Honourable the Lord Woolf**  
Former Lord Chief Justice of England and Wales (2000 – 2005)

**7 OUB Professorial Chair**  
**Professor Lim Kian Guan**  
Singapore Management University

**8 The Cheng Tsang Man Professorship in Accountancy**  
**Professor Wayne Guay**  
University of Pennsylvania, The Wharton School

**9 Tommie Goh Visiting Professorship in Entrepreneurship and Business**  
**Professor Lucio Sarno**  
City University London

**10 The Celia Moh Professorial Chair**  
**Professor Phang Sock Yong**  
Singapore Management University

**11 MPA Professorship in Maritime Business Economics**  
**Visiting Professor Stavros Tsolakis**  
Singapore Management University

**12 Yong Pung How Professorship of Law**  
**Professor Yeo Tiong Min**  
Dean, School of Law, Singapore Management University

**13 Ho Bee Professorship in Chinese Economy & Business**  
**Professor Ezra Vogel**  
Henry Ford II Professor of the Social Sciences Emeritus, Harvard University

**14 Wilmar International Professorship in Commodities Business**  
**Professor Wei Xiong**  
Princeton University

**15 Keppel Professorship in Financial Economics**  
**Professor Peter C.B. Phillips**  
Yale University

**16 Jones Day Professorship of Commercial Law**  
**Professor Sir Bernard Rix**  
Former Lord Justice of Appeal, Court of Appeal of England and Wales



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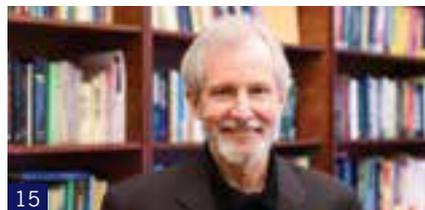
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# 15 YEARS OF PIONEERING RESEARCH

SMU's partnerships with notable leaders in business and global education have pioneered a number of enterprising research-focused initiatives. These include the UOB-SMU Asian Enterprise Institute's initiatives dedicated to serving the needs of SMEs in Asia; SMU's Business Families Institute's partnership with Deloitte Southeast Asia to conduct first-of-its-kind research on Asian family businesses; and most recently the LVMH-SMU Asia Luxury Brand Research Initiative, focused on understanding in depth the luxury brand sector. SMU's advancement in research is enhanced through donations supporting the establishment of research centres, professorial chairs, fellowships and research grants.



Professor Howard Thomas, Dean of SMU Lee Kong Chian School of Business; Professor Srinivas K Reddy, Academic Director of SMU Centre for Marketing Excellence; SMU President Professor Arnoud De Meyer; Mr Nauman Hasan, Executive Vice President Group Coordination and HR, LVMH South & South East Asia and Australia; and Professor Rajendra Srivastava, SMU Provost & Deputy President (Academic Affairs).

## SMU and LVMH to produce joint research on Asia's luxury brand sector

SMU and LVMH Moët Hennessy Louis Vuitton have established a five-year strategic partnership via the LVMH-SMU Asia Luxury Brand Research Initiative. The initiative aims to produce independent, high quality academic research dedicated to understanding the luxury brand sector and consumers in Asia. It will also provide students the opportunity to develop strong working knowledge of the luxury industry and to engage in authentic research experiences, internships and career opportunities within the luxury sector.

Commenting on LVMH Group's first such partnership with a local university in Asia, Mrs Chantal Gaemperle, Group Executive Vice President of Human Resources and Synergies, LVMH said, "With SMU's international reach, recognition for its world-class research and distinguished teaching, we believe that SMU is the perfect partner to produce and deliver high quality academic research dedicated to the luxury sector and the Asian market."

## Deloitte grant to further business family research



SMU President Professor Arnoud De Meyer, Mr Ho Ren Hua, Executive Director, Corporate Development of Banyan Tree Holdings Limited), SMU Vice President (Business Development) and Professor of Finance Annie Koh, Ms Nang Lang Kham, Director of KBZ Bank, Ms Michelle Cheo, Chief Executive Officer of Mewah International Inc., Dr Ghazi Faisal Binzagr, Founder of Wisaal Development Centre, Binzagr Group, Mr Dinesh Shahra, Managing Director of Ruchi Soya Industries Limited), Ms Irawati Setiady, President Director of PT. Kalbe Farma Tbk., Mr Patrick Chong, CEO of Luxasia Pte Ltd, and Mr Tam Chee Chong, Regional Managing Partner, Financial Advisory Services of Deloitte Southeast Asia.

At an occasion to mark the second anniversary of SMU's Business Families Institute, or BFI@SMU, Deloitte Southeast Asia announced its contribution of an additional grant to fund a Business Family Research Programme over the next three years to look at specific areas such as best practices in business family governance.

In expressing her gratitude to BFI's supporters, the Institute's Academic Director, Associate Professor Annie Koh, who is

also SMU's Vice President, Business Development and External Relations, said, "*BFI is very grateful to our Founding and Alliance Families, who have, from the beginning, believed in the immense value that such an Institute can bring to business families in the region and beyond. They have been generous in sharing their stories and knowledge with us so that more business families can benefit.*"

## Celia Moh Professorial Chair honours inspiring female faculty

In 2014, Professor Phang Sock Yong from the SMU School of Economics was conferred the Celia Moh Professorial Chair. The Professorial Chair was established in 2000 by the late Mr Laurence Moh, former Chairman of Plantation Timber Products in honour of his wife Celia Moh to promote and recognise the outstanding work of a female faculty member in SMU.

"*I am very grateful to the late Mr Laurence Moh for establishing the Chair and to Mrs Celia Moh for inspiring him to do so. The Chair has provided me with more time and resources to work on research that I hope will contribute to a better understanding of our complex world,*" expressed Professor Phang, who is widely published in her specialist research areas of Urban Economics, Housing and Transport Economics, Economics of Regulation and Competition Law.



## Yong Pung How \$1 million gift breathes life into new law research centres

SMU is immensely grateful for the ongoing support of SMU Chancellor, Mr Yong Pung How, who in September 2014 contributed a \$1 million gift for the establishment of a new law research centre at the SMU School of Law, the IP Centre, and also supporting the on-going work of Centre for Cross-Border Commercial Law in Asia (CEBCLA). This is the latest in the Yong family's long legacy of giving to SMU, including donations to establish the Yong Pung How Professorship of Law and the Yong Pung How Bursary. Part of the new gift will go towards funding an additional six Yong Pung How Bursaries per year.

For Nanthini Vijayakumar, final year law student, the Bursary awarded in AY2014/15 has come just at the right time. *"This year I have been selected to represent the school in the Philip C Jessup International Moot. I intend to give my 100% to this moot and to do this I have to give up working and tutoring and look for other avenues to fund my daily expenses. This award will go a long way towards assisting me in that regard."*



Professor Yeo Tiong Min, Dean and Yong Pung How Professor of Law at the School of Law, with SMU Chancellor, Mr Yong Pung How.

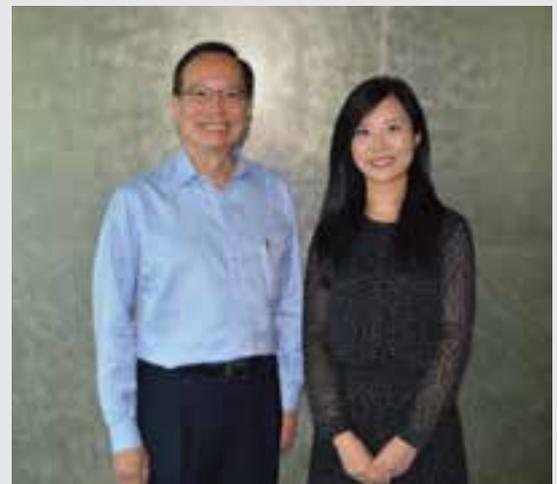
## Sing Lun Fellowship rewards promising junior faculty projects

Established in 2009 by Mr Patrick Lee, Chairman of Sing Lun Investments, and members of the Lee family in honour of Mr Lee's late father, the Sing Lun Fellowship is given annually to support junior faculty members who have demonstrated the ability to conduct academic and industry-relevant research on business issues in Asia. *"My family is delighted to contribute to the advancement of research by supporting junior research faculty to achieve their potential for distinction,"* said Mr Patrick Lee.

Nominees are evaluated based on the originality and multidisciplinary nature of projects, research significance, potential to attract the collaborative interest of internationally recognised researchers, and publication in prominent journals and books. Recipients in 2014/15 shared how the Fellowship had impacted their research:



*"The Fellowship has been indispensable in helping me to carry out research on the triangular relationship among the state, business and religion by funding my field trips, conferences and research assistants."*  
– Hoon Chang Yau, PhD, Assistant Professor of Asian Studies, School of Social Sciences, whose focus on identity in a globalised world looks at areas such as the Chinese diaspora, diversity and inclusion, multiculturalism and religion.



Mr Patrick Lee, Chairman of Sing Lun Investment Pte Ltd with Assistant Professor Liu Yanju, Sing Lun Fellow at SMU.

*"Being awarded the Sing Lun Fellowship has provided me the opportunity to conduct in-depth research and introduce my research to a broader audience."*  
– Yanju Liu, Assistant Professor of Accounting, School of Accountancy, whose research areas include internal controls, disclosure regulations and financial reporting quality.

# 15 YEARS OF COMMUNITY OUTREACH

Serving the community is one of the founding principles of SMU. Many of our students have engaged in community outreach locally and overseas through SMU's Centre for Social Responsibility. From embarking on community service projects to initiating social enterprises, SMU students have worked with more than 200 non-profit organisations, voluntary welfare organisations, community service and outreach agencies, demonstrating compassion, integrity and leadership.

## Tanoto scholars uphold community service tradition

From 8 – 12 December 2014, a group of SMU Tanoto Scholars and volunteers from the SMU Indonesia Club headed to Pangkalan Kerinci, a town in Riau, Indonesia, to conduct Project Sukacita. Their time there was spent providing healthchecks to the town's children and teaching them proper hygiene practices.



This community service project was made possible by an endowed gift from the Tanoto Foundation, a pioneer donor that has supported SMU since 2001. Guided by the principle that business activities must be "good for the community, good for the country and good for the company", the Foundation aims to help less advantaged communities through education and improving quality of life. Participation in the project has become a meaningful tradition for Tanoto Scholarship recipients at least once during their scholarship tenure.

## Ruth Chiang Grant benefits community in Cambodia

Few understand the importance of giving back more than Mrs Ruth Chiang, the Pioneer Director of SMU's Office of Career Services and the woman responsible for developing SMU's community service component.



Empowering students to work with the less privileged in Cambodia, an endowed contribution made by Mrs Chiang funds one grant of \$2,250 to be awarded to a project team per year and in perpetuity. In AY2013/14, the grant gave wings to Project Phoa II. Conducted in partnership with Educational Life International Cambodia in Phnom Penh, the project involved developing and executing programmes to develop English language and basic computer skills, promote reading and green practices, and assist with infrastructure improvements.

*"The Ruth Chiang Grant has allowed us to focus on designing lesson plans that maximise educational value and punch that we can deliver. The fund has been used to invest in materials that serve a long term purpose and help to upkeep and improve the school's facilities,"* shared Melvin Singh, third year student at the School of Accountancy, one of the grant recipients and project organisers.

## SMU Walks for Good

On the morning of 13 September, 244 SMU alumni, students, staff and their families came together to walk for good as part of SMU Challenge 2014. Carrying at least one 5kg-backpack of donated foodstuff and household products each, amounting to a total of 1500kg, they walked 8km from SMU to Queenstown to deliver these gifts to the senior citizen beneficiaries of Lions Befrienders Service Association. After distributing items with staff and students, SMU Provost and Deputy President Professor Rajendra K Srivastava hosted a hearty lunch for the senior citizens, who also enjoyed performances by SMU students.

Organised annually by SMU Special Interest and Community Service, this year's SMU Challenge involved a year-long door-to-door fundraising and street collection donation drive as well as the finale walkathon. A total \$61,000 of cash and in-kind donations was raised, and proceeds went towards helping needy senior citizens living in the Queenstown estate.



# 15 YEARS OF ALUMNI ENGAGEMENT

With every graduating cohort, our SMU Alumni grows! From SMU's first batch of about 300 graduating students in 2004, we now have 15,000 alumni members. Through active engagement, our formal alumni groups, overseas chapters and the SMU Alumni Association are more active and connected than ever, and involved in giving back. Our alumni mentoring programme has grown from strength to strength, providing real-world advice and guidance to our students. Through our Senior Year Experience, we reach out to graduating students to help them transition from student to alumni. At our most recent SMU Alumni Day, we presented the very first SMU Alumni Awards to alumni who have made significant contributions back to society or SMU student life.

## SMU celebrates Alumni Day with inaugural Alumni Awards



Recipients of the inaugural SMU Alumni Awards are: (back row, from left): Tim Moh Hui, Calvin Quek Shao-Ming, Nicholas Poon Guo Kun, Sim Chin Ta; (front row, from left): Wong Hur Ming, Melissa Ho Mei Xuan, Lim Kexin, Kaushal Dugar.

On 16 August 2014, more than 800 alumni and their families gathered at Campus Green to celebrate the first SMU Alumni Day. The highlight of day was the presentation of the inaugural SMU Alumni Awards to celebrate and recognise the achievements of SMU alumni.

Three winners were awarded in each of three categories: the SMU Rising Star Award, which recognises established and future leaders who have achieved sustained excellence in their chosen profession or have made a significant impact through their service to society; the SMU Pride Award, presented to alumni who have rendered exceptional leadership and voluntary service to SMU; and the SMU Spirit Award, which honours alumni who have demonstrated exemplary leadership and continued service to SMU student life.

## SMU Alumni Giving Back More Than Ever



The spirit of philanthropy is well and truly alive among SMU alumni, with donations multiplying more than four-fold over the years.

To continue the spirit of paying it forward, SMU has also started a pledge back scheme for alumni who are under the GEOK-ENG, KKH and Wilmar Scholarships. The scheme encourages graduating scholars to pledge a sum of the scholarship value to support future scholars.

*"SMU alumni have a tradition of giving back to the university. We are touched that our graduates have chosen to continue the legacy of supporting students in need, who will no doubt also follow their footsteps when they graduate. Thank you for making a difference."*  
– Associate Professor Low Aik Meng, Director, Alumni Relations

*"Being a recipient in AY2013/14, the Scholarship has not only given me financial aid but also supported my pursuit for holistic development by permitting more time for me to commit in CCA and other academic rigors. Paying forward, I would like to contribute by pledging such sum in hopes that future generations of SMU students will continue to benefit from this great cause."*  
– Vince Tan Jun Jie, Recipient of the GEOK-ENG Scholarship AY2013/14

## SMU's Master of Science in Wealth Management (MWM) celebrates a decade of graduates

The SMU MWM postgraduate programme, developed in close collaboration with the Wealth Management Institute, celebrated its first decade in October 2014. In that time, 437 participants from many corners of the world have graduated and are now contributing to the growth of the sector across the globe in a variety of wealth management roles.

MWM has also become the first SMU postgraduate programme to raise an endowed fund to support needy SMU students. Under the MWM Study Award Fund, study awards will be given

out each academic year to needy undergraduates and postgraduates majoring in Wealth Management. To date, over \$120,000 has been raised from local and overseas alumni across the ten past cohorts, with the highest single donation of \$16,000 coming from Saahil Sethi from the class of 2014.

Currently a Relationship Manager with Citibank, Saahil appreciates the difference MWM has made in his career. *"This postgraduate programme is globally ranked and powered to equip aspiring wealth managers with the necessary skills to manage their clients'*



Saahil with Professor Francis Koh, SMU's Vice Provost (Special Projects) and Academic Director of MWM.

*portfolios from a multi-currency and global markets perspective."*

## Mooting the future with the support of the International Moots Alumni Fund



In May 2014, the School of Law International Mooters Alumni Group spearheaded the International Moots (IM) Alumni Fund, a fundraising initiative that aims to better equip future generations of SMU international mooters in terms of training and mentorship resources. The larger legal community has also generously contributed both financially and by sharing their skills and expertise, with Alumni Mooters stepping up as coaches and mentors. To date, over \$50,000 has been raised for the Fund.

*"Having benefited greatly from opportunities that my Professors such as Prof. Chen Siyuan and the School of Law granted me and many others, I felt that it was time to ensure that future generations of students would continue receiving similar if not better opportunities and that is why we have come together to set up the IM Alumni Fund. The key to continued success does not lie in selfishness but in giving back to the institution and people who helped us on the way to that very success."*

*– Deya Shankar Dubey, President of the International Mooters Alumni Group*



SMU 15  
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Students Featured on Cover: Mohamed Afiq Bin Mohamed Ismail, Ng Kai Wa Scholar for AY2014/15; Jolyn Lee, Recipient of Raffles Quay Asset Management Study Grant for AY2014/15; Rachel Chin, SMU SOA Scholar for AY2013/14 and Goh Foundation Endowed Scholar for AY2014/15; Steven Tan Zhi Yuan, Recipient of the Dorcas Phua Hui Hoon Study Award for AY2013/14 and Charlie & Janet Chia Scholar for AY2014/15; Rayner Tan Kay Jin, Ho See Beng Scholar for AY2014/15; Lin Zongxing, Recipient of K H Tan Study Award for AY2013/14 and Wong Kwok Leong Endowed Scholar for AY2014/15  
Photographer: Robert Chai, Roberryarts Studios, SMU Alumni, School of Information Systems