



Reg. No. 200604393R

## **NEWS RELEASE**

**Embargoed until 11 December 2006, 1pm**

**Total: 3 pgs including this pg**

### **Media contact**

Phoebia Tang, Manager, Corporate Communications Office  
Tel: 6790 6686; Mobile: 9745 6082; Email: phoebiatang@ntu.edu.sg

**Singapore, 11 December 2006**

### **\$10 million to establish NTU's Lien Chinese Enterprise Research Centre**

The Nanyang Technological University (NTU) received \$10 million, with government matching, from the Lien Foundation to launch the Lien Chinese Enterprise Research Centre (Lien CERC, 连氏中国企业研究中心).

The new centre will spearhead research on Chinese enterprise and promote a better understanding of Chinese enterprise behaviour and strategy.

Capitalising on China's emergence as an important source of growth for the 21<sup>st</sup> century and a regional economic powerhouse, the Centre aims to establish Singapore, and specifically NTU, as a key centre for Chinese enterprise research. It aims to help Singaporeans to succeed in the global marketplace by equipping them with the skills and knowledge to seize expanding business opportunities in China.

The Centre will leverage 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 will help to shorten the learning curve for doing business in China.

Mrs Margaret Lien, Governor of Lien Foundation 连氏基金会理事连瀛洲夫人, says, *"The establishment of the Lien CERC is timely and significant given China's rapid growth in economic influence. Unlocking the abundant opportunities in China requires the right match, like how NTU and Lien Foundation have come together to fulfil a need in the business sector. NTU, with its wellspring of know-how and strong connections in China, will be best suited to hosting this landmark centre, which aims to help local*

*entrepreneurs ride on China's growth engines. We are confident that this centre will pave the way for world-class research that will benefit the business communities in Singapore and China in the long term."*

NTU President Dr Su Guaning 南洋理工大学校长徐冠林博士, shares, *"Singapore enjoys a unique advantage, as the gateway between the east and the west. Today, Singapore is host to over 1,600 Chinese enterprises, and the economic potential is immense. NTU, too, enjoys a unique advantage in Singapore's quest to woo the China market. We have expertise in Chinese-related research and education, and we are well-positioned to promote understanding of Chinese enterprise."*

*The newly launched Centre will take a proactive approach to reinforcing the long-term relationships, natural competitive advantages and complimentary assets conducive to China and Singapore business ventures. It will identify and forge business opportunities in the common interests of the two countries. In developing winning formulas, the Centre stands poised to attract the active involvement of both Chinese and Singaporean industries."*

He adds, *"We are grateful to the Lien Foundation and proud that the Lien Foundation governors have chosen NTU as the university which can contribute in a significant way to develop Singapore's capabilities in seizing the expanding business opportunities in China."*

Assoc Prof Tan Teng Kee, Director of Lien CERC 连氏中国企业研究中心主任陈丁琦副教授, says, *"Lien CERC connects Singaporean and Chinese physical and intellectual resources with national, multinational and global enterprises. It facilitates the identification and implementation of key business strategies to capitalise on growth prospects, further building the knowledge base for Singaporean endeavours in China. The Centre will engage key members in government, industry and academia to address relevant issues facing Chinese enterprises"*.

Lien CERC will generate a series of case studies through interviews with entrepreneurs and site visits to Singaporean and Chinese companies across industries. These case studies will provide a valuable source of information for companies interested in a better understanding of the vast China market. NTU students from related subject majors will also benefit by participating in the compilation of case studies on a project basis. During the course of study, they will delve into the life stories of entrepreneurs and their achievements.

Lien CERC is officially launched by His Excellency Mr Zhang Yun, Chinese Ambassador to Singapore 中华人民共和国驻新加坡特命全权大使张云阁下, on Monday, 11 December 2006, at Nanyang Executive Centre, NTU. Mrs Margaret Lien and governors of Lien Foundation, senior executives from Singaporean and Chinese enterprises, as well as academia and researchers, are present at the ceremony. Guests at the launch are treated to a special forum on 'Chinese Enterprise in Post-WTO Era' by renowned scholars from Singapore, the United Kingdom and China.

\*\*\* END \*\*\*

### ***About Nanyang Technological University***

Nanyang Technological University (NTU) is a research-intensive university with globally acknowledged strengths in science and engineering. The university is located in a garden campus in western Singapore, tracing its roots back to 1955.

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 and Arts 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 13<sup>th</sup> school, S Rajaratnam School of International Studies, will be inaugurated in 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)

### ***About Lien Foundation***

The Lien Foundation was founded by Dr Lien Ying Chow, an eminent Asian business leader, banker and hotelier. The Foundation pioneers new ground in philanthropy by investing in innovative solutions, convening strategic partnerships and catalysing action on social and environmental challenges.

The Foundation seeks to enhance educational opportunities for the disadvantaged and the development of nascent fields of studies; excellence in eldercare; and environmental sustainability in water and sanitation.

For more information, visit [www.lienfoundation.org](http://www.lienfoundation.org)