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ALUMNI ASSOCIATES
The new academic year has commenced in July 2003. It marks the beginning of a new chapter of tertiary education for our new students admitted. These newest students are our alumni of tomorrow. There are over 25,000 students on campus presently. It is also in this quarter during which the University would confer the degrees for the graduating students who have successfully completed their studies. These graduating students are our newest alumni. There are now 75,000 alumni before counting our new alumni of class 2003. Our alumni form the biggest constituents of the university.

It is in the mutual interest for both the university and the alumni to foster close relationship. What the university achieves and attains its class of distinction, alumni would perceive the value of their qualification increases. The goals of an effective alumni relations programme include communicating with alumni, provide continuing education and updating with the university’s alumni database.

Alumni would be kept fully informed regarding the objectives, policies, progress and problems of their alma mater. Some instruments of communication include the NTU News, the NIE News, the NTULink, Nanyang Alumni ePress, research directories, namecard alumni directory, campus Chronicle newspaper. The university continues to provide alumni with free lifetime e-mail account and forwarding e-mail service.

The continuing education programme for alumni shall include providing alumni with special needs and for different alumni age and gender. Alumni could be awarded the scholarship for graduate studies. Programme can include providing job placement, conducting career and counseling seminars, recruitment advertising, and research library. Our Office of Professional Attachment, the Centre of IT Services and the respective Schools/NIE are specifically mentioned which could support our alumni.

It is in the interest of both the university and our graduates that we have the updated alumni database. We need alumni to advise regularly the university changes of their home and place of work and other personal particulars.

Alumni are invited to support their alma mater in career placement for students and fellow alumni. Alumni can return to the classrooms to teach or as expert speakers. They can bring real-life experiences with them that enrich the educational process for everyone. They can provide considerable input for the various advisory boards of the university. The testimony of alumni for their alma mater can be most influential in the university’s recruitment for the best prospective students.
Friday 4 July 2003 was a day for staff, alumni and corporate partners of NTU to golf for a good cause. The NTU Golf 2003, a biennial fund-raising golf tournament, was successfully held at the Orchid Country Club to raise $190,300 for our NTU 21st Century Fund. After deducting the expenses incurred, the donation of $168,587 when matched by the Government dollar for dollar will amount to around $337,174.

The game ended at about 5.30pm, and a quick check revealed that no lucky golfers won the Hole-In-One prizes. Dinner started soon after, and it was an honour to have Mr Wee Cho Yaw, Chairman of Board of Advisors, to join the guests for the dinner reception. The emcee for the evening, Dr Lau Kam Cheong, who was also a member of the NTU Golf 2003 Organizing Committee, started the event by inviting Prof Su to the stage to deliver his welcome speech. Following the speech, the tournament prizes were presented during dinner.

Mr Richard Thio from NEC Solutions Asia Pacific Pte Ltd won the first prize of the lucky draw, which was one economy class return air ticket to and from Singapore/Seoul, proudly sponsored by Korean Airlines. The second prize was an HP...
colour inkjet printer CP 1160 while the third prize was a one-weekend accommodation, which was proudly sponsored by Eight Flags Computer Systems & Supplies Pte Ltd and Plaza Park Royal Singapore respectively. Announcement of the tournament results were announced during the dinner. The results are as follows:

**Position**

1st - Mr Eric Teoh - NTU Alumni Club  
2nd - Mr Chia Ban Seng - The Association of Nanyang University Graduates  
3rd - Mr Ong Lai Seng - Office of Estate & Amenities

**Nearest The Pin**

Aranda Hole 6 –  
Mr Wong Boon Keng, Keppel FMO Ltd  
Vanda Hole 6 –  
Mr Low Moy Hay, NTU Alumni Club  
Vanda Hole 8 –  
Mr Chen Chee Sing, Microsoft Singapore Pte Ltd

**Nearest To The Line**

Aranda Hole 9-  
Assoc Prof Peter Hing, School of Materials Engineering

The highlight of the event came during the cheque presentation by Mr Ch'ng Jit Koon to Dr Su Guaning for the NTU 21st Century Fund, with Dr Ng Eng Hen witnessing the ceremony. It was a heart-warming session to learn that when all donations pooled & matched, could amount to a substantial donation. The NTU Golf 2003 Organizing Committee would like to thank all the people who had contributed to make this fund raising golf tournament a success.

---

**Main Sponsor**

**Singapore Pools (Private) Limited**

**Hole-In-One Prize**

Borneo Motors (S) Pte Ltd  
Singapore Airlines Limited

**Prizes**

Angsana Resort & Spa Bintan  
Borneo Motors (S) Pte Ltd  
Comfort Automotive Services  
CYC - The Custom Shop  
Cycle & Carriage Industries Pte Ltd  
Eight Flags Computer Systems & Supplies Pte Ltd  
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Singapore Pools (Private) Limited  
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NTU Alumni Club  
NTU Golf 2003  
Orchid Country Club  
Plaza Parkroyal Singapore  
Ritz-Carlton, Millenia Singapore  
Singapore Pools (Private) Limited  
Transview Holdings Limited

**Outright Cash Donation**

Mr Chiam Chee Meng  
Mr Lim Hui Chong  
Mr Lim Seah Ann  
Mr Ong Eng Poh

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PXMO Asia Pte Ltd  
Senoko Energy Supply Pte Ltd  
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Singapore Technologies Electronics Limited - IB Business Unit  
Singapore Technologies Electronics Limited - Defence Business Unit  
StarHub Pte Ltd  
TRANE SINGAPORE
The 5 Schools of the College of Engineering (CoE) which comprise School of Civil & Environmental Engineering, School of Computer Engineering, School of Electrical & Electronic Engineering, School of Materials Engineering and School of Mechanical & Production Engineering, recently held one of the largest tech-fairs on campus together. The tech-fair called “CoE Technology Week 2003”, attracted thousands of visitors to its array of events including a large-scale Exhibition, a Convention on Nanotechnology and 19 Focus Seminars. The tech-fair was a concerted effort by the 5 Schools to showcase their research and technological capabilities in a diverse range of Engineering fields. It aims to provide a platform for the Schools and the industry to explore joint research collaborations together, and to promote students’ interest in engineering research, technology and applications.

The large-scale Exhibition showcased nearly 100 projects that were contributed by our students and faculty members. From innovative, yet practical ideas to highly sophisticated features, visitors were impressed by the ingenious applications of engineering to improve the modern life. Many of the exhibits also attracted keen interest from the industry and the media. There was a record turnout of 5,300 visitors at the Exhibition.

There was also a large-scale Convention on “Nanotechnology”, where 4 distinguished guest speakers engaged undergraduates, poly students and JC students in the world of Nanoscience and highlighted the exciting opportunities available.

More than 2,000 industrial engineers and experts, researchers and academics also participated in our Focus Seminars to get the latest updates on the various key emerging technologies. The 19 Seminars, which were specially held back to back during the period, provided a good platform for the participants to convene for exchanges and collaboration opportunities. The diverse range of topics covered included Grid Computing and Web Services, Signal Processing in a Knowledge-based World, Human Factors Engineering, IC Design and Business, Protective Technology, Post Sept 11 Surveillance, Applications of MEMS Technology, Innovative Technologies, Communication Networks and QoS Issues, Applications of Nanotechnology in Biomaterials, Next Generation Mobile Technology, Nanoelectronics and nanodevices, Innovative Waste Management, System Protection and Condition-Based Monitoring of Power Apparatus, State-of-the-Art Optical Network Technology, Fast-Track Precast Technology, Web Services and Software Engineering, Web Data Management and Technologies, Recent Advances in Bioinformatics and Computational Biology.

Judging from the record turnout for the various programmes, the CoE Technology Week 2003 scored a new height of success for the Engineering Schools. We look forward to receiving more participation from the industry in the coming future events.
On 6 June 2003, NTU President Prof Su Guaning, and Mr Tay Siew Choon, Managing Director and Chief Operating Officer of Singapore Technologies Pte Ltd signed a Memorandum of Understanding on Technology Entrepreneurship Collaboration. The pith of the MOU entails seed funding from ST Incubators@Work! towards joint NTU-ST startups and development of prototypes for commercialization, internships for NTU student-entrepreneurs with ST spin-off startups and industry-academic knowledge/staff exchange. The collaboration constitutes three major programmes:

Scope of Collaboration
The Project will focus on the following three programmes:

(a) Joint Incubation Program
Joint NTU-Incubators@Work! incubation activities in which: I. NTU will identify, and allow Incubators@Work! access to suitable business plans and/or technologies originating from its students/staff/faculty (“SSF”) for potential partnership/joint venture arrangements between the relevant SSF with ST staff on terms to be agreed between the relevant SSF and the ST staff.
II. Incubators@Work! will identify interested staff within the ST Group, who will join the relevant SSF to further develop the business plan. Once a complete, fundable business plan is ready, it will be submitted for evaluation by Incubators@Work! for possible seed investment. For plans on which ST staff have been involved in Incubators@Work! will hold the right of first refusal to invest.
III. Incubators@Work! will set aside up to S$1 million as seed funding for these business plans and/or ideas identified by NTU on behalf of the SSF, and in which ST staff are involved.

IV. $200,000.00 of the $1,000,000 can be deployed for TechnoGarage Scheme to further develop prototypes for commercialization. This covers out-of-pocket expenses and materials only.
V. Both parties will work towards a target of two joint incubation ventures in the first year of collaboration.

(b) Technopreneurship Internship Program
The objective of the programme is to offer NTU students the opportunities for direct involvement in a startup company, hence giving them a first-hand experience of the "entrepreneurial spirit".
I. An Industrial Attachment programme, specifically the availability of up to 5 internships, will be set up by Incubators@Work!, allowing NTU students to be attached with startups under Incubators@Work!, or their related companies for their internship assignments.
II. Adjunct Teaching Appointment (s) of ST senior management staff. This will enable exchange of knowledge and experience between industry and academia.
The identified ST senior management staff satisfying NTU requirements for adjunct teaching appointments will hold the Adjunct Teaching Appointment for a period of one year with NTU under this programme.
III. Mentors Scheme of 50 ST staff. This will create an opportunity for students in NTU to interact, on a first-hand basis, with experienced members of the industry.
To kick start the collaboration, Mr David Tan, Director of Corporate Planning, Strategic Relations and Risk Management at Singapore Technologies Pte Ltd was appointed Adjunct Lecturer with NTC.

(c) Industrial Knowledge Program
I. Adjunct teaching appointment (s) of ST senior management staff. This will enable exchange of knowledge and experience between industry and academia.
II. Mentors Scheme of 50 ST staff. This will create an opportunity for students in NTU to interact, on a first-hand basis, with experienced members of the industry.
To kick start the collaboration, Mr David Tan, Director of Corporate Planning, Strategic Relations and Risk Management at Singapore Technologies Pte Ltd was appointed Adjunct Lecturer with NTC.
NTU to Host Worlds Biggest Debating Championship!

I n December this year, NTU will have the privilege and honour of hosting the World Universities Debating Championships 2004 (Worlds 2004). In its 23-year history, Worlds Debating Championships have traveled through many continents and major universities of the world. Some of the more recent venues include: Cork in Ireland, Princeton in USA, Stellenbosch in South Africa, Athens in Greece, Toronto in Canada, Glasgow in Scotland, and Sydney in Australia. This will be a first-ever for Singapore, and the second time for Asia in the Championships’ history.

NTU won the bid to the Worlds 2004 at Toronto in 2002, against Multimedia University from Kuala Lumpur and University of Zagreb from Croatia in a very hotly contested bid for the honour. The main reason for NTU’s success at the bid was the huge success of hosting the AustralAsians Intervarsity Debating Championship in July 2001, again a Singaporean first. Hosting Worlds ‘04 will be the “Jewel In the Crown” for NTU debaters. NTU initiated and hosted the First All-Asians in 1994 and hosted the 4th All-Asians in 1997. In fact, NTU is the only Singaporean University to have hosted any such international championships. These efforts and the successes of our debating teams are the reasons why NTU enjoys the excellent international reputation among debating circles today.

World’s Second Largest Student Event
The Worlds is the second-largest student event held on the planet. It witnesses participation of between 800 and 1000 undergraduates from over 40 countries. Some of the most prestigious universities including Cambridge, Oxford, The Ivy League universities, Berkeley, and Stanford. Australian “debating-powerhouses” such as Melbourne, Monash, and Sydney universities are regulars too.

The tournament will comprise more than 200 teams, each of which will debate 9 rounds in the preliminary phase of the tournament. The top 32 teams that emerge from this phase will go into the ‘knock-out’ phase of the tournament which consists of four rounds, culminating in the Grand Finals, which crown the World Champions. The debates are conducted in British Parliamentary style, with four teams per debate.

On-Going Preparations at NTU
The nine-day begins on 27th December 2003. Accommodations for the participants have been arranged in Novotel Apollo and Concorde Hotel. The majority of the debates will be held in the academic complex at NTU, with the Main Lecture Theatre (MLT) being the convening area. Although we expect between 70 and 80 debates to run simultaneously preparations have been made for many as a hundred debates.

The Semi-Finals and the Grand Finals are planned for external venues close to the city centre. This is with the intention of bringing world-class debates to the general public, to support the Governments’ Speak Good English Movements, and to further enhance the profile of NTU.

Plenty of social events have been planned so that the participants can enjoy themselves and have a real taste of Singapore. The opening ceremony will showcase Singapore’s cultural heritage, parties will give the participants a taste of Singapore nightlife, and the Championship Dinner on New Year’s Eve at the Suntec City Convention Centre will be a grand way to move into the New Year. The folks attending the Worlds are probably the funniest people you’re ever know; the Stand-up Comedy Night will give Singapore a taste of the amazingly hilarious wits of the world!

Publicity for the event will be on a very large scale throughout Singapore. Ads featuring the championship will appear in prominent newspapers and magazines. Advertisements have already been featured in The Edge, a business and financial weekly in Singapore, one of the major sponsors. Posters and banners featuring the championship will also be placed in prominent public places, such as MRT stations. Publicity material, including banners and posters, will be sent to all secondary schools and JCs in Singapore to invite the student population to watch the debates. All Singaporean tertiary institutions will probably participate as contestants.

The tournament has received the generous support of our main sponsor Business Week, The Edge Singapore, Novotel Apollo, Concorde Hotel, Suntec City, the National Youth Council and the Singapore Tourism Board. The NTU organizers are putting in their best efforts into this project, and are confident of hosting one of the best Worlds ever.

We hope that all alumni will lend us their support, and come and watch the worlds’ best debates during the championships. Admission to all debates is free!
More than 100 Universities / Teams Pre-Registered

At the last count, more than 100 universities / teams have already pre-registered for the championship. Some of the universities on this world-wide list include: Cambridge University, Oxford Union, Stanford, Princeton, Yale, New York University, NYU Law, Monash, McGill, Melbourne, La Verne, Ateneo, Rhodes, Boston, Santo Tomas, Chinese University of Hong Kong, Yokohama National University, Rutgers, Notre Dame, De La Salle, Zagreb Law, Inner Temple, University of the West Indies, Australian National University, Sydney Union, University College Utrecht, MMU Malaysia, Universitas Indonesia, Mahidol University, Thailand, Bangladesh University of Engineering & Technology. Many more are expected in the weeks ahead.

The university scene in Singapore will probably never be the same again after the invasion / participation of the expected 1000 undergraduates at the championship!

The Maritime and Port Authority of Singapore (MPA) has generously donated $4 million to Nanyang Technological University (NTU) to set up the MPA Professorship in Shipping Management.

The Chair will be hosted by the School of Civil and Environmental Engineering and co-hosted by the College of Engineering, NTU. As the specialty area is in Shipping Management, prominent practitioners and eminent academics specialising in the Shipping Management, Strategic Planning, International Shipping Business, Finance and related business will be invited for this position. Essentially there will be two types of positions, namely the MPA Visiting Professor and the MPA Distinguished Visitor.

The MPA Visiting Professor in Shipping Management position will be for up to 5 months. The professor will be involved in selected modules at graduate and undergraduate levels and will advise research and development effort in his/her specialised field. The research and development effort could be in the form of joint industry-NTU research managed by the CoE or the relevant research centre (such as the Maritime Research Centre (MRC) at NTU).

The MPA Distinguished Visitor in Shipping Management position will be for 2 to 3 weeks. The professor will be expected to conduct public and in-house seminars during the tenure and conduct specialist workshops and intensive courses of relevance to the strategic planning and development of the maritime industry.

WANT TO BE PART OF THIS GREAT EVENT?

We welcome any form of support from the alumni and well-wishers of NTU. If you wish to alert the organizing committee to a sponsorship opportunity, or wish to contribute, or be involved with Worlds 2004, do contact us by sending an e-mail to worlds@ntu.edu.sg. The Worlds website, at www.ntu.edu.sg/worlds provides comprehensive information on the event. Alternatively, contact Dr. Khong Chooi Peng at ascpkhong@ntu.edu.sg (Tel: 6790 5049)

Feature

Shipping Management at CEE

CEE, the proud host of the prestigious Professorial Chair in Shipping Management

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BI Norwegian School of Management - Nanyang Executive program on Global Shipping Management.

The Maritime Research Centre which is hosted by the School of Civil and Environmental Engineering is collaborating with the prestigious BI Norwegian School of Management in order to run an executive program on Global Shipping Management. Besides being the first Norwegian educational and research institution to achieve international accreditation, BI has also been ranked among the top European business schools by the Financial Times and Long Range Planning.

This collaboration which will run from the 11th to the 22nd of August 2003 underpins the belief that effective shipping management is a key strategic opportunity for the shipping industry in the 21st century.

This joint program combines the best of research, business models and practical experiences from industrial partners in order to update participants on the most innovative developments in global shipping management. It will also provide them with the framework, tools and techniques for advanced information and decision technologies.

During the duration of this course, invited speakers and key experts from Norway and Singapore will provide an overview of economic, regulatory and regional issues, and developmental plans which are likely to affect the operations and shipping business.
NTU School of Computer Engineering Teams at finals of the Business Plan Competition - Startup@Singapore

Start-Up@Singapore is a national business plan competition and forum organized by the National University of Singapore-Centre for Entrepreneurship (CET) and Business School Alumni Association (NUSBSA). The goal of the competition is to encourage participating teams to go on to form start-ups. Many of these teams will receive funding by business investors or venture capitalists. The essence of the competition is the participation process, which enables would-be-entrepreneurs to tap on a network of CEOs, venture capitalists and business angels to obtain and attract guidance, mentorship and even funding for their potential new business creations.

The finalist team, Imfinity, comprise students, Dev Ramnane, Prashant Goela, Romil Gupta, Arun Jacob and Nishith Prabhakar. The team decided to form a company, which focuses on developing leading edge technologies for interactive gaming, delivering value both to sponsors and advertisers as well as to consumers. The vision of the company is to develop strong core technologies in the content development and interactive gaming sphere. The team's technological and competitive advantage is in its ability to create dynamic games, which are changed and updated quickly, efficiently, conveniently. An intelligent game that is able to intelligently and seamlessly captured user data; and ubiquitous gaming for seamless gameplay across multiple platforms: mobile phone, laptop, desktop, or PDA.

Advergaming: Hot New Concept

Through the team's competitive advantage, Imfinity proposes the use of interactive gaming technology to deliver embedded advertising messages to consumers through a hot new area in advertising channels - Advergaming. Advergaming is a concept that is presently generating a large amount of debate, interest and revenue in the United States' market. Already, a wide variety of offline brands including Jack Daniels, Quaker Mills, Nabisco, Paramount Pictures, and Nike have all experimented with advergaming. However, the concept has seen little discussion and virtually no market action in Asia. This presents the team an opportunity to be the first mover in this arena. Interactive gaming is growing faster than any other form of entertainment, to the tune of US$6.5 billion in 2000. Electronic gaming (excluding hardware) reached US$10.1 billion in 2002, surpassing movie ticket revenue. Advertising revenues from online gaming alone will reach US$11 billion dollars by the year 2005.

In terms of mobile gaming alone, it is estimated that there will be 120 million mobile gamers worldwide by 2006 and that the mobile gaming market will hit US$6 Billion in the same year, with US$1.4 billion of that accounting for mobile advergames.

In Singapore alone, the total advertising expenditure in Singapore reached S$1.6 billion in 2002. With Imfinity taking a lead role in evangelizing advergames for the region, there could be a significant portion of this market to be had. Currently the team is developing their products as well as providing technology solutions on a contractual basis. Readers may wish to visit the website at www.imfinity.com for more information.

The finalist team ViometriX (CHIPES):

The team, CHIPES (later renamed to ViometriX), consisted of Saurav Bhattacharyya (Team Leader), Dr Thambipillai Srikantan, and Ashish Panda. They won the prize for the Best Executive Summary in the first round and were awarded a Merit Prize in the finals, of a competition that attracted over 200 entries nationwide.
“The motivation behind competing was to gauge the reaction and interest level of the investors, VC's and business angels in the various judging panels to see what they thought of the feasibility of our business proposal based on the Voice Authentication Technology developed at CHiPES. Since the commercial value of a technology can only be judged by a sound business proposal, we thought it would be prudent to gauge the investability of the venture prior to any development towards commercial exploitation. StartUp@Singapore provided exactly this opportunity!”

In a voice based identity verification application, a person is first enrolled using a few minutes of speech sample. Following which, the person presents a short phrase as verification of the claimed identity, which is then verified automatically by the algorithm. Biometrics solutions have a wide range of applications, ranging from security for account access and physical location access, to consumer applications providing convenience through biometrics identity verification. The primary advantage of voice-based verification of identity is in the minimalist requirement of only a microphone on the interfacing device. Whereas, other biometrics techniques require relatively more expensive interfacing devices such as fingerprint scanner, iris scanner, etc. Voice based Biometrics also particularly suits the requirements of mobile commerce in the next generation of payment services. Voice Authentication algorithms have been a topic of research in the Centre for High Performance Embedded Systems (CHiPES) for the past 4-5 years. The target area has been Voice Authentication Integrated Circuits (IC) for the low cost embedded applications. However, with the anticipated faster proliferation of this technology in the enterprise applications markets, such as call centers and account management services, the business proposal put forward concentrates on these market verticals first.

As a business, voice based identity verification is projected to occupy an increased share of the growing biometrics application market. Its ubiquitous nature and diversified applications promise quick return on investment given its competitive advantages, high customer acceptance, early adoption benefits, reduced costs and increased security - presenting an appealing proposition to investors.

* It’s Not Only a Game - Advergaming Set To Become A Billion Dollar Industry, Lawrence Pantek, TurboAds.com, May 23, 2001

“How that you have stepped down from being Dean, how do you feel...?”

That is the question I have often been asked since June 1. (By the way, I never felt comfortable with the term ‘stepping down,’ since I did not think I was UP there in the first place. But, that’s another story.)

So how do I feel?

Firstly, I feel relieved. I never realized how much the deanship has been a psychological burden for me until now. Now I don’t have to have my handphone on all the time, just in case there is an urgent SARS alarm involving SCI students or staff. I don’t have to worry about another report with a looming deadline. I don’t even have to make decisions! It’s a relief knowing these day-to-day responsibilities will now be in the hands of a capable colleague and his young team.

Secondly, I am grateful.

On reflection, I can’t help feeling grateful that I was given the opportunity to begin a new School 11 years ago. I’m grateful that we have had so many great and devoted staff who helped set up the curriculum, implement the program, and are doing well in teaching and research. And I’m grateful for the support the School has received all these years, both within Singapore and internationally. With much hard work, some good luck, and a lot of good will, we have made it. I think we have something to be proud of. So let’s build on what we have accomplished and move on to make this an even greater institution. I think I know even better than others which areas need fixing. We can do it.

Do I miss anything? Sure I do. I miss the roof garden, which has grown and matured since 1996. I miss the little love birds who visited me once in a while, generous in sharing their happiness. Maybe they will come to visit me at the third floor, once they find out where I am now.

Best to all.

Eddie
Professor Su Guaning spoke at his first Mandarin public lecture on July 26, 2003 which was jointly organized by the Tan Kah Kee International Society and the Tan Kah Kee Foundation. The public lecture attracted an audience of 600 people, mostly made up of Nantah alumni.

Speaking on the topic “From Nanyang University to Nanyang Technological University - Revisiting the Past and Looking to the Future”, Prof Su said, “It is not possible to run a school in a retro fashion in the 21st century.” “Instead of looking back too much, we should set our sights to the future.” NTU is set to become a comprehensive university in 2005 when three new schools, namely the Schools of Humanities and Social Sciences, Physical Sciences and Design and Media are added to her name. There is also the preposition of a name change from NTU to NU in 2005, the year that would coincide with the 50th anniversary of the founding of the old Nantah.

To bridge the 30-year gap in history for NU and NTU, Prof Su said that it is an opportune time now, to incorporate the Nantah spirit into the campus. “We are equipped with a strong foundation and we possess great potential but we have yet to instill an important resource, that is, the heritage and spirit of Nanyang University,” Prof Su said.

Prof Su also said that cultivating the Nantah spirit is a task that will take time. “It may be a little late to start incorporating the Nantah spirit in our school grounds but it is a necessary move for the future of our students and the future development of our country,” Prof Su said.

Madam Yan Voon Chin, 50, a Mandarin teacher with Fajar Secondary School, was one of the NU alumni who turned up for the lecture. Madam Yan said, “It is only when we understand the pains involved in the setting up of Nanyang University and recognize the contributions of our predecessors, that we can better appreciate what we have now.”

On the topic of Chinese education in Singapore, Prof Su brought up the point in his speech that there is now a climate worldwide for the learning of Mandarin as a business language. Therefore, promoting the Chinese language now has its economic and practical value for Singapore.

“My plans and vision for the future of NTU are closely aligned to the future development of Singapore’s education policies,” said Prof Su.

While NTU has no plans to revert to Mandarin as a teaching medium, Prof Su said that the university would nurture an environment conducive for students to take up Mandarin and learn about Chinese culture while pursuing their course of study. Students can also choose to take up Chinese as a minor subject.

Furthermore, the university will focus on setting up a Chinese department with high standards that would excel in the Southeast and East Asia region.

With plans underway, Prof Su mentioned that Beijing University president Xu Zhihong has joined the NTU management council for a two-year tenure, with effect from July 1. In addition, Taiwanese renowned author Madam Long Yingtai has been invited to join the university.

Prof Su said that under this plan, the school would invite lecturers from Beijing University to NTU as visiting professors for two years, while our students get to attend lessons at Beijing University.

Lim Huiling, 21, a third-year Communication and Information student who went to Fudan University in Shanghai under the International Student Exchange Program from February to June 2003, supports the idea above. Lim said, “The exposure to a different education system will train our students to become more independent learners. “And by overcoming language barriers, one will also gain an insight into the human mechanism behind China’s economic and cultural environment.”

On the link between past and present, Prof Su said, “With 25 years of the old Nantah background, we will see NTU playing a special and different role from the other tertiary institutions, in the future development of Singapore’s education system.”
NTU DESIGNS HIGH-PERFORMANCE 10-GHZ VCO IN CHARTERED 0.18-MICRON RF CMOS PROCESS

Associate Professor Yeo Kiat Seng (alumnus of NTU), Professor Do Manh Anh and Associate Professor Ma Jian-Guo from the Centre for Integrated Circuit & Systems (CICS), School of EEE, have successfully designed and fabricated a high-performance low-power 10-GHz voltage-controlled oscillator (VCO). This research work was performed using Chartered Semiconductor Manufacturing Ltd, one of the world’s top three dedicated silicon foundries, cost-effective RF CMOS technology.

This achievement is considered an industry breakthrough for RF integrated circuit design as most 10-GHz VCO circuits commercially available today are manufactured using the more costly compound semiconductor or silicon germanium processes. High-speed, high-performance VCOs are integral RF components for supporting rapid data transmission by wireless and optical communications networks.
Have you ever wished that common chores like grocery shopping would be more fun? Imagine going to the supermarket and not having to bring your shopping list -- because it appears on a video screen on your shopping cart. Imagine your “smart cart” letting you know when you come to items you want to purchase, and directing you through the store to items on your shopping list. Imagine the smart cart letting you know when your friends are also shopping in the store. Finally, imagine skipping the line at the checkout -- because your smart cart has already totaled your purchases and lets you pay by touching a button on the screen.

Well, with a touch of .NET, a splash of XML Web Services and a host of devices, a team of four final year undergraduates from NTU School of Computer Engineering has really managed to spice up a trip to the supermarket. The age of the “Super Shopper” has dawned. The team earlier won the Asia Pacific Final of the Student .Net Competition, beating 3000 teams from top Universities in the region. The four winning students – Harishankar Vijayarajan, Kapil Vaidyanathan, Anumeha Bisaria, all 21, and Kunal Talwar, 22, went on to represent the Asia Pacific region at the “Imagine Cup” – Microsoft’s Worldwide .NET Competition featuring 14 countries from Europe, Asia, Africa and America, at Microsoft TechED in Barcelona, Spain from June 30 to July 4 this year and came in joint-third (In total, more than 100,000 students from 25 countries participated in the Imagine Cup).

The competition, sponsored by Microsoft, is designed to help today’s student developers realize their potential -- as well as the potential of the software solutions they dream up. The contest encourages creativity and imagination among students by asking them to develop innovative software applications showcasing the Microsoft Windows platform and Microsoft .NET Framework for creating Web services -- software that connects people, platforms, software and devices, allowing them to share information and services over the Internet.

The team invented “AutoShop”, what is believed to be the world’s first wireless supermarket automation system exploring a host of web services and cross platform applications developed on the state-of-the-art Microsoft .NET platform. It aims to take the pain out of grocery shopping through a wireless mini computer complete with a touch screen and barcode reader, which is attached to supermarket trolleys so that customers can conveniently self-checkout their items. AutoShop is a unique and refreshing solution to many real world problems and is guaranteed to revolutionize the entire shopping experience by eliminating long queues in supermarket check out lines and empowering shoppers with vital information at their fingertips, thereby, making
lives of millions of shoppers around the world easier and more enjoyable. Earlier this year, the four students represented Singapore and beat 3,000 teams comprising 15,000 students from 11 countries to win the Asia Pacific Finals of the Microsoft Asia Student .NET Competition 2003 in Beijing, China this year. Their application was demonstrated to 10,000 people at Beijing’s Olympic Stadium in February.

The winning team at the Asia Pacific Final of the Student .Net Competition, receiving their award from Bill Gates.

The team representing the Asia Pacific region at the “Imagine Cup” - Microsoft’s Worldwide .NET Competition. From right: Kapil Vaidyanathan, Anumeha Bisaria, Harishankar Vijayarajan, Kunal Talwar.
and the team was presented with next generation Acer TravelMate Tablet PC’s by none other than Microsoft Chairman and Chief Software Architect, Bill Gates. It was the most amazing and inspiring moment when Bill Gates shook hands and said ‘Good job, amazing application.’

The team also won at:
- College of Engineering Technology Week, NTU: Gold Award
- Winner of Singapore Wireless Challenge 2003
- CISCO Special Award; Most Innovative Wireless Solution

How the system works:
Instead of inserting a $1 coin into the slot to remove a trolley, customers use a membership smart card given to them by the shop. The computer, which is connected wirelessly to the supermarket’s local area network, allows the customer to do things like:

- Create a virtual shopping list at home - sorting different brands of, say, biscuits by price or number of calories - this list can be downloaded at the supermarket onto the cart’s computer
- Find out their total bill - as the shopper scans the item over a barcode reader on the trolley, the item is ticked off his virtual list and spending is added up as he/she goes along and displayed on the screen in real time;
- Locate where different items are, with the help of a powerful Wireless Search Engine. The computer screen can show the customer where he is, and how to get to the item in question using an interactive map displayed on the screen;
- Redeem discount coupons/loyalty rewards sent by the store to a customer’s mobile phone via Multimedia Messaging Service (MMS). The coupon can be scanned by the barcode reader and be instantly reflected on the bill;
- Find a friend (using MSN alerts similar to MSN Messenger) when a friend checks out a shopping cart with his smart card. Shopping is a social experience and can be made more fun if you shop with friends;
- There are also benefits for supermarkets which use the program - the device can help cut down queues at the point of sale, as the cost of items for each customer will have already been totaled. Wireless advertisements are sent to every shopping cart - A revenue generating model for the supermarket.

And because the items are being monitored as each shopper makes a purchase, the system will alert store employees via SMS when stocks are running low, so they do not have to go around taking stock manually.

The system can even prevent theft. A sensitive weight sensor is fitted to each “Smart Cart” and this can tell if the weight of the items in the basket corresponds with what the user has scanned.

At the end of the day, we’d like to make shopping at the supermarket an easier, faster and more enjoyable experience, especially for men, who don’t usually like doing it but may be enticed by being able to use a cool device.
By Ms Wu Zhen, Senior Manager

news round up

FAREWELL DINNER FOR GRADUATES OF MSC MANAGERIAL ECONOMICS PROGRAMME

By Ms Wu Zhen, Senior Manager

南洋理工大学管理经济学硕士学位项目于2003年5月29日，在新加坡迎宾大酒店举办毕业联欢晚会，为刚刚结束课程的2002/2003学年的学生举行。祝贺他们修完课程，即将回国肩负更重的挑战。南洋理工大学李树中校长、林文枝副校长、南洋商学院吴文松院长、研究生院院长陈全教授、中国驻新加坡大使馆教育参赞吴永利先生，以及新加坡著名企业家代表与学生共度了一个难于忘怀的夜晚。晚会上，徐校长向学生们发表了热情洋溢的讲话，并向每位学生颁发了南大的纪念牌。同时，也感谢所有支持项目的学生和教师及工作人员。管理经济学硕士学位学生也放映了专门制作的照片影集“南大小赋”。此外，同学们准备了活泼的节目，并邀请老师们同台表演。晚会总是洋溢着欢声笑语。

在此，我们将晚会的一些片段呈现给校友。同时，我们也祝贺2002/2003学年的学生成功毕业，以资鼓励。
ENERGY FROM GROUP LEARNING ENERGISES NBS FACULTY

In a bid to stay ahead of the pack, in the realm of effective learning and teaching methods, NBS recently held a three-day workshop from 7 July 2003 for its teaching staff.

“Called ‘Cooperative Learning in the College Classroom’, the workshop was conducted to promote active learning and enhance value to the students”, stated Prof. Gillian Yeo, Dean (Accountancy).

Cooperative Learning is defined as “instruction that involves people working in teams to accomplish a common goal, under conditions that involve both positive interdependence (all members must cooperate to complete the task) and individual and group accountability (each member is accountable for the complete final outcome)”, explained Prof. Karl A. Smith, from the University of Minnesota, uniquely, is an engineer by training. He went on to gain expertise in Educational Psychology, teaching courses on building models to solve problems, from Project Management in technology firms to conducting workshops worldwide.

With about 103 participants spread over two weeks, everyone was taken on an educational roller-coaster ride of interactive and active learning, through sharing of experiences, problems and solutions in a classroom setting.

According to Prof. Smith, via cooperative learning, more students are able to learn more at a quicker pace, as compared to an individual student learning on his/her own. In a group, students learn to see myriad viewpoints, ideas, while getting insights into other individuals in the group.

Participants learnt how to organize small and effective student groups by being more involved in interpersonal interactions, taking into account their individual strengths and weaknesses, so as to better meet, if not exceed, curriculum objectives.

“At the end of the day, students have a more accurate perspective of others”, explained Prof. Smith. This is the key benefit derived from the cooperative learning method.

The participants also came out of the workshop having a better understanding of role play and group dynamics through various exercises.

Also, through cooperative learning, apathetic students receive peer encouragement and support, thus providing them the motivation they need. This adds direct value to the students at NBS, by enhancing their learning experiences through positive reinforcements.

“In this day and age of globalization, such a learning method helps the diverse blend of cultures better understand each other, themselves, while simultaneously gaining greater respect for respective cultures. With NBS’ fair mix of local and international students, the cooperative learning method will certainly prove to be a valuable asset. Prof. Gillian stated that many of the faculty members were keen on having Prof. Smith again, and having other similar workshops in the future. No definite plans yet but Prof. Gillian is certainly encouraged by the positive feedback from the participants and she hopes that many of them will employ the skills and strategies learnt, in their classes.

“In fact, I plan to start using some of the things that I have learnt here in the coming semester. It is easy to implement them as there is no equipment needed”, reinforced AP Valerie Low, one of the energized participants.

It was a nice change to see role reversal at play, or work, whichever way you choose to see it. One thing for sure, teaching (and learning) methods at NBS will constantly be updated and “re-energized”.

NANYANG BUSINESS SCHOOL CAREER CONNECT TALK
By Undergraduate Programmes Office and Alumni Relations Office

In collaboration with the NBS Alumni Association, our student club, ABC organized a career talk session - Career Connect - on 18 February at LT26. The following alumni spoke to and interacted with our students regarding career prospects in the areas of risk management, banking, entrepreneurship, human resources, etc.

* Mr Patrick Chew from OCBC
* Mr Lim Chee Keong, an IT entrepreneur
* Mr Ong Cho Choon from PricewaterhouseCoopers
* Mr Lance Ng, Citibank

* Mr Quan Cher Siong from Ernst & Young and our current NBSAA President
The Nanyang Business School Alumni Association had the privilege of not only having one, but two ministers speak at two separate closed door forums in May and June.

Mr Tharman Shanmugaratnam, Acting Minister for Education, spoke on the “Economic Restructuring and the Macroeconomic Environment” on the evening of 21st May 2003. This was followed by the next closed door forum on 10th June 2003 by Dr Vivian Balakrishnan, Minister of State, Ministry of National Development and Ministry of Trade and Industry on the “Impact of Remaking on our Next Generation.” In both forums, there was a lively question and answer session between our alumni and the Ministers. It was indeed a rare opportunity for our alumni and faculty to chat informally with the Ministers on the future of Singapore and share views.

ABOUT THE NANYANG BUSINESS SCHOOL ALUMNI ASSOCIATION (www.nbsaa.org)
The Nanyang Business School Alumni Association was established for the purpose of fostering in our graduates a sense of identity with the School and its predecessor schools (at Singapore Polytechnic, University of Singapore and National University of Singapore) as well as providing a means by which graduates of the School can still keep in touch with one another and with faculty members.

Sign up for the NBSAA membership online at www.nbs.ntu.edu.sg/alumni. Membership fees are now waived. Or email nbsalum@ntu.edu.sg for more details.

ANNOUNCEMENT OF THE NBSAA ANNUAL GENERAL MEETING (AGM) IN SEPTEMBER
Calling all alumni who are interested to serve as executive committee members of the Nanyang Business School Alumni Association.

Prior to the Annual General Meeting, there will be a session to personally meet up with the current alumni president, Mr Uantchern Loh (B Acc, 1987) and understand more about the running of the alumni association and its charter moving forward.

So be part of the team that helps to contribute to the development of the school and our alumni community, and the opportunity grow your own personal network and contacts.

For more information, email nbsalum@ntu.edu.sg

L’OREAL MARKETING AWARD 2003
Following up on the success of our three students at the Singapore National Finals for the L’Oreal Marketing Award in March 2003, our Nanyang Business School (NBS) students, Grace, Shwu Jiun and Yam Yam, once again made a clean sweep of all awards at the Paris International Finals held in late May. They are the International Champions for the 2003 L’Oreal Marketing Award. To add to this remarkable achievement, the students have also bagged the Best Communication Prize at the International Finals. This is a great achievement by our NBS students. Indeed they have not only done the School and NTU proud, but Singapore as well by coming up tops in the competition which brings together 18 other teams from around the world. It is especially special given that this is also the first time in 10 years of the competition that Asia has won the award, which had previously been dominated by USA and Europe. The second-place winner for the Award was Switzerland, while Spain and Germany were joint third-placed winners. NBS and NTU are most grateful to L’Oreal Singapore for providing this wonderful learning opportunity to our students.

Congratulations to Grace, Yam Yam and Shwu Jiun for a job well done! The School also wishes the three ladies a bright future working with L’Oreal Singapore.
2003 TEACHER OF THE YEAR AWARDS CEREMONY

An award ceremony to recognize outstanding NBS Teachers of 2003 was held on 22 March, LT 22, 1030am. Alumni, faculty and existing students were present at the ceremony to celebrate the happy occasion with them.

The winners for 2003 are:

- **Teacher of the Year** (Accountancy) - Assoc Prof Ng Eng Juan
- **Teacher of the Year** (Business) - Assoc Prof Ian McGovern

In addition to the above academic recognition, our student club, ABC, also gave out some "colourful" awards to their teachers. Student polling was earlier conducted and revealed the following winners:

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<th>ABC Awards</th>
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<td>Jack Neo Award</td>
<td>Funniest/Most Entertaining Teacher Award</td>
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<td>Runaway Model Award</td>
<td>Best Dressed Teacher Award</td>
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<td>Bill Gates Award</td>
<td>Most Entrepreneurial Sophisticated Award</td>
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<td>Most Unlike the &quot;Weakest Link&quot; Award</td>
<td>Most Approachable Award</td>
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CHINA NITE - ROOTING IN CHINA

By Ramesh Veeramuthu, Nanyang MBA Alumni Committee

Following the footsteps of the successful CEO Nite event in January 2003, Nanyang MBA Alumni Association organised yet another exciting event - China Nite on 27 March 03. “Rooting in China - The How’s in Growing and Surviving in China” was the central theme. It was an ideal platform for speakers from academia and industry to share their China experience.

Mr James Kho, Founder and Executive Chairman of DSC Solutions Ltd and Mr Goh Khon Chong, Human Resource Director of Global Assembly and Test Operations of Fairchild Semiconductor were the guest speakers. The event was kicked off with the welcome address from Mr Terence Chan, President of Nanyang MBA Alumni Association.

The event was chaired by Professor Wee Chow Hou, Chairman of the Nanyang Executive Programme, Nanyang Business School. Professor Wee shared his teaching and consulting experience in China. He emphasised three points in order to grow in a complex market like China. Firstly, understanding the local market is essential as consumer tastes and preferences are not consistent in different parts of China. The business must have something of value to offer to the marketplace. Secondly, we need to treat every market as a foreign market. We need to be there - be rooted in the market to do well. Last but not least, we need to send our best employee or employ the local talents to run the business. If one wants to be successful, one need to give the best brand in that product segment was the advice given by Professor Wee.

Mr Goh Khon Chong shared some of the challenges in people issues. It is all the more difficult to manage the human resource in a country like China, with the huge work force. He highlighted few key issues on how to attract the best talent, how to offer the right compensation packages, how to provide the essential benefits and services, and how to give the appropriate rewards and recognitions to retain them.

On the other hand, Mr James Kho, emphasised that doing business in China is like an art. He said that one need to have the right ingredient in the right proportion to run a good show. He stressed that mindset, passion and determination are vital to surviving in China.

The session ended with a lively Q&A session chaired by Professor Wee.