Remarks by Professor Bernard Yeung  
Dean of the NUS Business School and Stephen Riady  
Distinguished Professor  
at the Soft Opening of the Mochtar Riady Building  
19 January 2010

Mr Dhanabalan, Chairman  
Members of the Management Advisory Board  
President Tan Chorh Chuan  
Deputy President and Provost Tan Eng Chye  
Deputy President Joseph Mullinix  

Ladies and gentlemen  
Colleagues and students  

Good afternoon.

I would like to welcome you all to the soft opening of the Mochtar Riady Building, the new home of the NUS Business School. We choose the soft launch now because the start of the New Year signifies fresh energy. We also choose to combine the celebration of the 45th anniversary with the moving into the new building for obvious reasons.

We started out as a small department in the Department of Economics some 45 years ago. Since then, the School has grown by leaps and bounds, firmly establishing a reputation for providing rigorous research and
teaching. Many of our students are business leaders for Singapore and for the global economy today.

I would take this moment to thank the Riady family for its generous support. This is a beautiful building. It provides our faculties, students, and staffers a well structured physical environment to work more closely together, under one roof, to build a community.

I would like to thank my predecessors – you built a strong school over the past 45 years. I want to thank the faculty and the alumni – you work together with the School’s and the university’s leadership to make the School it is today – a top business school in Asia. For example, our EMBA programs are ranked number 11 by Financial Times, our MBA program is also very highly ranked, and our BBA has the highest selectivity ratio in Singapore. We have strong double degree programs with top universities in Europe, US, and Asia. Our faculty’s research output matches highly reputable schools in the US and Europe.

You together laid a strong foundation. We are climbing the next heights based on it. Indeed, the theme for our celebrations is “Transforming Leaders – Past, Present and Future” reflecting our past success and future aspirations.
I want to thank the Management Advisory Board. You have guided us for just six months. Yet, your strong presence and guidance is already clearly felt. Please help us to become the unique Asia Global Business School.

To the President and his leadership team, thanks for being most encouraging and supportive. We want to follow your leadership – climb the next height.

To the faculty, students, and alumni, I would like to ask you to join us to be ambitious. We want to be the unique Asia Global Business School with a strong sense of social responsibilities and values.

We aim to apply world class standards and utilize our location advantages to advance research, teaching, and service that leave a long last memory and impact on the students, industry, and fellow academics. Indeed, that is what our most successful program, the APEC EMBA program, does. We are building our research along the same direction. In the past year, we have hosted numerous world class conferences focusing on topics highly relevant in this region.

Recently, we step out of our ivory tower to build connectivity with our industries and alumni, e.g., the well received Leadership Dialogue Series,
the NUS Business School-Business Times CEO Luncheon Series, and the alumni community based PMET program.

Our faculty and students have strengthened our social engagement. Right after the financial crisis, faculty members got together to produce three books published by Straits Times and Business Times explaining the crisis, articulating the impact of the crisis in our economy and business, and linking the crisis to globalization and future policy challenges. Indeed, faculties step forward in a major way. Since last year, we produced so many important public pieces that we put them together to a book called “Reflections.” I would like to thank the faculty for their hard work. Recall also our highly acclaimed student E50 project that drew Singaporeans’ attention to Singapore’s entrepreneurship. Also, recall the numerous social enterprise projects developed by our Center for Social Enterprise and Philanthropy. These represent just the beginning. More will come. We shall have an impact!

The most critical challenge is to build a community with values. Let us all work together to build a community which strives for excellence, which has integrity in our hearts, and has a strong sense of commitment to serve in our souls. Ranking, publications, students selectivity, industries admirations all come as a by product. It is our noble community spirit that leads us.
We look forward to the climax of our 45th Anniversary Celebrations in September 2010 when we will have the Grand Opening of the Mochtar Riady Building. I hope you will be able to join us then too. That is a symbol that we are all moving together to build a strong community that deserves to be the leading business school in the strongest university in an Asian economic miracle.

Thank you all.