Singaporeans must uphold and build on the reputation, he says

By NANDE KHIN

SINGAPORE’S “good as gold” brand name is the reason that many economies seek Singapore’s help in their modernising efforts, said Senior Minister Goh Chok Tong yesterday.

“For example, Russia and Indonesia want Singaporean managers, professionals and workers to help them set up special economic zones. Abu Dhabi, a member of the United Arab Emirates, is sending its officials to learn from our Economic Development Board and IE Singapore.”

That is also why Singaporean managers, professionals and workers are highly sought after overseas, added Mr Goh.

The Singapore brand, which has taken 40 years to build, is “an invaluable, intangible asset” and “Singaporeans, particularly those who work overseas, must uphold and build on our reputation”

Good branding together with an openness to new ideas, entrepreneurial spirit and giving back to society are the four critical success factors that young Singaporeans need to “harness the world of opportunities”, said Mr Goh.

The senior minister was speaking at the official opening of the Singapore Management University’s Lee Kong Chian Building which houses the university’s business school.

Singapore, being a key node in the global network connecting China, India, South-east Asia and beyond, is well-placed to ride the boom in Asia.

But faced with the wealth of opportunities, young Singaporeans must be open to new ideas and have a passion to learn and excel. “Our young people must have a global outlook because they cannot thrive as frogs in a well.” said Mr Goh. They must also have the courage to take risks and “blaze less-trodden and diverse paths to success”.

“At the national level, creativity and entrepreneurship are also critical to our economic success. This is why the government is placing a lot of emphasis on enterprise and entrepreneurship,” added Mr Goh.

And no less important than the other three factors there is the need to give back to society. He said that if Singaporeans think only about their own personal future and success and ignore their fellow Singaporeans, must imbue in them a strong social conscience to give back to the society which has nurtured them.”