培养具备传统文化精神的学生

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For the first time, the Singapore Management University (SMU) is collaborating with a Chinese clan association to organize a lecture series on the theme of the changing face of traditional businesses in Singapore.

Called the "SMU Singapore Business Dragons Seminar 2006", the lecture series will be a partnership between SMU and the Teochew Poit Ip Huay Kuan, the first ever clan association to partner with the university.

SMU's Director for Advancement & Alumni Mr Robert Schlesinger, 43 years old, says that since SMU's inception in 2000, its mission has been to create knowledge and communicate them while at the same time groom creative and entrepreneurial leaders for the country.

He added that learning is not restricted to the classroom. SMU also emphasizes the impact of culture and tradition on businesses. Therefore, the university is proactively linking up with the business community to expose students not only to creativity, entrepreneurship but also a positive attitude towards preserving tradition and culture.

He said that the "Chinese Language and Cultural Fund" jointly set up by the Singapore Federation of Chinese Clan Associations and the Singapore Chinese Chamber of Commerce & Industry aims to raise the level of competence in the Chinese language, promote Chinese culture among Chinese Singaporeans, especially the younger generation, and support creative projects and activities organized by local educational institutions, companies or organizations to be in line with the national education strategy in the area of culture.

In line with this agenda, SMU aims to create a series of interactive and networking sessions as platforms where students and public alike have the opportunity to learn and understand more about how the preservation and development of culture and traditions will impact business and the economy.

He said that imparting traditional beliefs, developing talents, preserving and promoting traditions and culture are among the Teochew Poit Ip Huay Kuan's missions. It is also the first clan association to partner with SMU. There will be more of such relationships to be formed in the near future.

Lee Chee Hiang: Will help to increase frequency of activities

Chairman of the Cultural and Educational Committee at Teochew Poit Ip Huay Kuan Professor Lee Chee Hiang, 49 years old, said that the heaviest responsibility of the association is to broaden their activities and increase the frequency.

He added that should the response be good, they will be keen to work with SMU again.

Two Teochew entrepreneurs to give talks

Two Teochew local businessmen – Mr Tan Lee Huak, Managing Director, Science Arts Co Pte Ltd and Mr Lee Choon Giart, Managing Director, Chiap Seng & Co Pte Ltd – will be giving talks on 29 April 2006 (Saturday) from 2-5 pm at the SMU Singapore Business Dragons Seminar 2006. There will be two lectures on "Traditional Business - A Science Arts Perspective" and "Rediscovering the Journey of Traditional Business and Trade Associations - Inspiration to Entrepreneurs" to be held at the SMU School of Accountancy Conference Hall 2 at Level 2. The Chairman of the lecture will be Professor Lee Chee Hiang of the Teochew Poit Ip Huay Kuan. Professor Lee is also Assistant Professor of Chinese Studies at the National University of Singapore.

He said that Mr Tan Lee Huak and Mr Lee Choon Giart, who are dealing with traditional Chinese medicine and wholesale cereal oils food business respectively, are role model entrepreneurs in the Teochew community and are the best people to speak on these topics.

Professor Lee added that the Teochew Poit Ip Huay Kuan has been actively organizing many activities to broaden the range of outreach as well as to increase the frequency of engagement with the community. For example, the association organized an international dialogue session on society and culture for overseas Teochew people, invited Hongkong's Phoenix cable channel to host a current affairs lecture and flew a team to China's Teochew province to organize an education fair.

The Teochew Poit Ip Huay Kuan's research centre has also become a popular spot for regional and international research students.

He said, "There are more than 3,000 titles in the collection of the research centre from culture, immigration, literature, pictorials to history. This coming June, we will be signing agreements with a China university and a China history & cultural research institute for exchange of resources and researchers. Soon, we will build up a very comprehensive collection of materials on overseas Teochew community."