S’pore got it right with China, India, says expert

SINGAPORE has nailed the right strategy in managing the rise of India and China, but the island has to remain nimble to remain successful, a renowned marketing consultant, who also advises Singapore’s Economic Development Board, said yesterday.

Countries including the United States have been jittery over the rise of the two Asian giants but Dr Jagdish Sheth, a Charles Kellstadt professor of marketing at Emory University’s Goizueta Business School, believes Singapore has responded correctly by switching from being a commercial hub to a knowledge economy.

“A country the size of Singapore can’t be everything to everybody, so you will have to find your niche ... (and) of course being a knowledge hub is not easy to duplicate (by other countries),” said Dr Sheth, speaking at the Shaw Foundation Distinguished Faculty Lecture organised by the Singapore Management University.

Dr Sheth, however, pointed out that the Government must constantly re-assess what its target niches should be. “You also have to ask how long it will be before others catch up ... (When that happens), we have to take our investment into some other niches or move up to the higher end of the same niche,” he said.

Singapore’s Government has invested millions in its attempts to establish the country as an international telecommunication and bio-medical hub.

— NG HUN WEI