JOSEPH YADO

ELEVEN individuals and institutions were honoured last night at the Singapore Tourism Board's (STB) Singapore Education Awards for their efforts in creating a "uniquely Singapore" education experience for international students studying here.

Now in its second year, last night's award ceremony held at the Raffles Hotel Jubilee Hall is part of STB's attempts to unite the local education industry and work towards establishing Singapore as a global schoolhouse.

Guest of Honour Dr Vivian Balakrishnan, Minister for Community Development, Youth and Sports, and Second Minister for Information, Communications and the Arts, said: "The Singapore Education initiative was launched five years ago to promote Singapore as a premier education hub, based on our reputation for academic excellence, cost-competitiveness and safety. "Our multicultural, multi-religious and multilingual society makes this place different, but, at the same time, a home away from home for our international students."

"Tonight, we also celebrate the extra mile taken by educational institutions, education providers and individuals as they integrate international students into the local student community, making Singapore a welcoming place for all international students," said Mr John Gregory Conceicao, director of education services, STB.

Last night's ceremony also saw the introduction of several new award categories, including the Best Media Coverage for Singapore Education (both Print and Broadcast), Best International Marketing Effort (both Public and Private Educational Institution) and Best Host for International Students Studying in Singapore (both Hostels and Schools).

The main thrust of our campaigns has been to create an SMU diaspora and establish a plethora of international connections made up of our graduates. It is an honour to be nominated as it recognises our efforts in developing the SMU brand of education overseas and helping to reinforce the reputation of Singapore as a leading educational hub in Asia and the world.

— Mr Alan Koh, director, SMU Office of Undergraduate Admissions
Singapore Management University
Recipient of the Best International Marketing Effort by A Public Educational Institution award

ABOVE: Dr Vivian Balakrishnan, Minister for Community Development, Youth and Sports, and Second Minister for Information, Communications and the Arts giving his keynote speech.