SMU and SKOLKOVO Established Centre for Emerging Markets

27 September 2011
RIA Oreanda-News

Management University (SMU) and the Moscow School of Management SKOLKOVO
have inked today a memorandum of understanding to establish the Centre for Emerging
Markets to be located at SMU. Under this partnership, the Centre for Emerging Markets will
collaborate in research, academic and business outreach programmes focusing on the top
growth areas in the world economy.

SMU President Professor Arnoud De Meyer said, We are glad to have a strong partner in
the Moscow School of Management SKOLKOVO. This strategic partnership will draw on
the complementary strengths and inter-disciplinary expertise from SMU’s Schools of
Business, Economics and Social Sciences, the other parts of the university, and the global
network of business-school SKOLKOVO, which includes the SKOLKOVO Institute for
Emerging Markets based in Beijing . The collaboration will provide intellectual foundation
for businesses and best practices for management in emerging markets worldwide.

Founding Partner of Moscow School of Management SKOLKOVO Ruben Vardanian said:
The collaboration which will spearhead cooperation in research, academic and business
outreach programmes will help SKOLKOVO to have a regional hub for the Southeast Asia
research on emerging markets. Leveraging on the existing suite of programmes of
business-school SKOLKOVO and SMU as well as their large global network of partners,
the Centre will carry out research and develop solutions in areas related to emerging
markets studies. It will develop case studies and provide business analytics supported by
consumer, citizen and social research. Ultimately it will help to develop business models for
companies attempting to operate in these emerging markets.

This Centre is being set up at the time when emerging markets are gearing up to become
real players in the global economy, said Ambassador Michael Tay, Founding Director of the
new Centre and the Executive Director of the Russia-Singapore Business Forum.

Tomorrow's companies are looking at these new engines of growth to drive their business
and hence, learning to unlock their potential today is crucial to developing a first-mover’s
advantage in these markets. Typically, emerging markets are almost by definition, difficult
to understand and to penetrate. I would like the Centre to provide the intellectual foundation
to support our companies’ outreach to these economies. To me having this strategic
partnership between business-school SKOLKOVO in Russia and SMU in Singapore
creates a strong backbone for this venture.

This collaboration was initiated in September 2010 during a meeting between SMU
Chairman Mr Ho Kwon Ping (also Chairman of Banyan Tree) and Ruben Vardanian at the
Russia-Singapore Business Forum.

It is one of the RSBF’s success stories, and my vision is for the Centre to provide the
intellectual ballast to the work of the RSBF. This partnership between two prestigious
schools will not only bring Singapore closer to Russia, but it can be a magnet for other schools to explore opportunities for greater collaboration, said Ambassador Tay.

The Centre will focus on research and academic cooperation as well as business and student outreach programmes. Besides being an academic research hub, the Centre will be an interactive business collaboration centre where managers and company owners can come together to explore scenarios for expanding into emerging markets in Asia and globally. The Centre will also serve government and commercial organisations via the executive education and public management training programmes based on Singapore solutions and other best practices in the world.

Strategically located in Singapore, a country recognised for its leading public service and business-friendly environment, the Centre is well-positioned to be a regional hub for the Southeast Asia research on emerging markets.

Information Agency Oreanda News, LLC