

PRESS RELEASE

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Singapore Institute of Management celebrates 60th anniversary in Vietnam, rebrands with new initiatives to reflect new era of learning

SIM launches initiatives to help upskill and reskill current Vietnamese learners and alumni to promote lifelong learning.



*[From left to right] Professor Wei Kwok Kee, Provost, SIM Global Education; Mr Ian Tan, Deputy Chief of Mission and Counsellor of the Singapore Embassy in Hanoi, and Mr Gerald Lum, Director, Brand Marketing and Communications, SIM, revealing the new SIM brand at the event.
Photo credit: Singapore Institute of Management*

28 JUNE 2024, HANOI – The [Singapore Institute of Management](#) (SIM), one of the region’s leading education and lifelong learning institutions, has today revealed a rebranded identity to reflect a new industry-focused and skills-based era of lifelong learning.

The reveal was part of the institution’s 60th anniversary celebrations held at the Pullman Hanoi. Mr Ian Tan, Deputy Chief of Mission and Counsellor, of the Singapore Embassy in Hanoi

launched the refreshed brand at an event attended by around 60 guests, made up of SIM's corporate partners, alumni, and members of the Vietnamese media.

The new look comes as many industries have undergone a well-documented rapid transformation brought about by accelerated technological innovation, increased automation, and a heightened need to be agile and adapt to the external environment.

Commenting on the rebrand, Director, Brand, Marketing & Communications, SIM Mr. Gerald Lum, said: "SIM has been at the forefront of encouraging lifelong learning and upskilling Singapore's and the region's workforce since its inception 60 years ago.

"Our mission is to foster resilient, resourceful, and responsible individuals who are highly employable. By maximising human capital potential, we create a positive multiplier effect when they enrich the communities and organisations they serve in turn, shaping a brighter future for society."

Vietnamese learners make up 15 per cent of the overall foreign student population at SIM from the Cambodia, Laos, Myanmar, and Vietnam countries. There are currently more than 1,400 Vietnamese alumni. During the event, SIM announced that all current learners and alumni will have access to complimentary and subsidised micro-credential courses from October 2024 to March 2025. These courses cover career-ready skills to secure dream jobs, essential core skills to enhance work performance, and cutting-edge digital modules. Upon completion, learners will earn digital badges which enhance their employability.

As part of SIM's 60th anniversary, the Overseas Alumni Chapter (OAC) for Hanoi was also launched. SIM currently has six OACs and they are an extension of SIM's support for its alumni to facilitate ongoing learning and upskilling as alumni progress in their careers. The Hanoi chapter is the second in Vietnam, following the well-established chapter in Ho Chi Minh city.

SIM's refreshed identity is timely as Vietnam implemented a movement to promote lifelong learning from 2023 – 2030. Vietnam's constantly evolving economy would require its workforce to be equipped with lifelong skills, as they need to be both agile and resilient – a vision shared by SIM's refreshed identity to ensure that learners are primed for the future. The country's young

population underscores its importance as a key growth market for SIM, with its rapidly developing higher education landscape, technological advancements, economic growth, and a dynamic job market.

Commenting on these initiatives, Provost, Singapore Institute of Management Global Education, Professor Wei Kwok Wee, said: “These initiatives support SIM’s purpose; to nurture minds for lifelong learning. By providing pathways for learners from all backgrounds, such as our scholarships and bursaries, we also create social impact by contributing towards a more equitable society through access to quality education. On our Diamond Jubilee, we rededicate ourselves to our legacy of fostering resilience and adaptability in our learners to navigate the ever-changing global landscape.”

SIM also symbolically launched its new Representative Office in Hanoi at the event, transitioning from its previous location in Ho Chi Minh City. The move aims to provide consolidated support for learners in Vietnam, helping them make informed decisions about transnational education. Established in 2019, the Representative Office has been dedicated to delivering positive outcomes for the community in Vietnam. It organises an annual Educators Conference to engage educators on a larger scale, facilitating dialogues and sharing best practices and insights on the education landscape in Vietnam, Singapore, and the region. Additionally, it collaborates with local and multinational enterprises to enhance educational opportunities.

In a show of its commitment, SIM also signed four Memorandums of Understanding (MOU) with Duy Tan University, FPT Schools, the Olympia Schools and Ispace Cyber Security College. More information on each MOU can be found in the accompanying information sheet.

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ABOUT SINGAPORE INSTITUTE OF MANAGEMENT

The Singapore Institute of Management (SIM) is one of the region's leading education and lifelong learning institutions, recognised for empowering individuals and enterprises to thrive across life stages through learning. Seeded by the Singapore Economic Development Board in 1964, SIM has been leading in the development of work and industry skills for Singapore's growth for 60 years.

Through harnessing new knowledge, skills and technology, SIM provides skills-based learning experiences that enable students, professionals, and enterprises to Learn for Life and Thrive for Life.

SIM achieves this through SIM Global Education (SIM GE) and SIM Academy. SIM GE focuses on higher education pathways and SIM Academy focuses on Professional Development (PD) and Enterprise Solutions (ES) for career transitions and advancements, and integrated learning solutions for enterprises.

As SIM commemorates its 60th anniversary this year, it remains dedicated to lifelong learning, ensuring that individuals and organisations have the necessary tools and knowledge to succeed in an ever-changing world.

For more information on the Singapore Institute of Management, visit sim.edu.sg