

PRESS RELEASE

FOR IMMEDIATE RELEASE

Singapore Institute of Management rebrands to reflect a new era of learning for Malaysians

*SIM in discussion with Malaysian educational institutions to
launch overseas teaching centres locally*

5 OCTOBER 2022, KUALA LUMPUR – [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 that would benefit learners from across the region, including Malaysia.

A rebranding event was held in St. Regis, Kuala Lumpur, and graced by H.E. Vanu Gopala Menon, High Commissioner of Singapore to Malaysia. The event was attended by approximately 50 guests from media, educators, and partners of SIM, who witnessed its commitment to create learning experiences and platforms that transform higher education, accelerate professional development, and provide learning solutions that are needed to upskill the workforce.

SIM’s refreshed identity and offerings are timely as Malaysia looks to develop the quality of its human resources to realise its transition towards Industry 4.0. To this end, the Malaysian government has launched various initiatives to help to upskill and reskill Malaysians, including #MyDigitalMaker Movement, eUsahawan, Premier Digital Tech Institute, Digital Skills Training Directory, Let’s Learn Digital, and more. Malaysia’s constantly evolving economy would require its workforce to be equipped with lifelong skills to be both agile and resilient – a vision shared by SIM’s refreshed identity to ensure that learners are primed for the future.

Gerald Lum, Director, Brand, Marketing & Communications of SIM commented, “Currently, approximately 13% of the overall international student population at SIM are Malaysians, therefore, investing our efforts in Malaysia is an important part of our plans. We are currently looking toward launching overseas teaching centres here, and are in discussions with a number of Malaysian educational institutions to find the right partners to collaborate with. This will enable

SIM to engage with a larger number of Malaysian learners and contribute to their lifelong learning experience.”

SIM’s commitment to Malaysia is exemplified by its existing Memorandums of Understanding (MOU) with HELP University, CPA Australia and Kompas International College, who also attended the event today.

The [new face of SIM](#), which is visible across its website, materials and social channels, features the tagline ‘Learn for Life, Thrive for Life’, with a vibrant red and blue colour palette, with red representing the ‘little red dot’ and blue as a nod toward the future. Further, circular and triangular elements reflect SIM’s well-rounded approach to education, as well as its drive to help all learners reach their peak potential and to go higher in their pursuits of self-defined success.

The new look and focus come 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 and his future vision for SIM, President and CEO of SIM, Mr Seah Chin Siong, said, “SIM has been at the forefront of encouraging lifelong learning and upskilling Singapore’s and the region’s workforce since its inception almost 60 years ago. Our new logo with its vibrant colours and strong identity is a testament to our dynamic approach to education and learning, and our understanding of the industry skills needed for the rapidly-changing working environment now, and in the future. It is my hope that this new identity will resonate with learners of all ages, encouraging and inspiring them to embrace lifelong learning throughout their different life stages, and that an education from SIM will deliver a lasting positive impact for these learners, and society at large.”

H.E. Vanu Gopala Menon, High Commissioner of Singapore to Malaysia said of SIM’s rebranding, “It demonstrates SIM’s commitment to building world-class talent through robust skills-based learning programmes and lifelong learning initiatives that can help to prepare Malaysian students to join the workforce.”

SIM's Global Education – which offers global higher education programmes to learners, has attained the EduTrust Star certification award on 20 August 2022. The EduTrust Star certification award is accorded to private education institutions (PEI) in Singapore for attaining a commendable level of performance in managing their institutions and providing an outstanding quality of education and welfare for their students. It is also a symbolic recognition for outstanding achievement in their field of work. The EduTrust Star certification award is the highest tier of award under the EduTrust Certification Scheme, a quality assurance scheme administered by the Committee for Private Education, part of SkillsFuture Singapore, for PEIs in Singapore.

SIM consists of two core entities, SIM Academy and SIM Global Education. SIM Academy includes SIM's Professional Development and Enterprise Solutions programmes which are tailored to prepare learners for the future of work. Enterprise Solutions is SIM's offering to help organisations develop their talent and human capital through SIM's Integrated Learning Model, enabling them to build strategic roadmaps, customised deep skilling and coaching solutions that optimise human talent to support business objectives. Professional Development is SIM's offering of critical skills programmes for professionals and enterprises, in line with the evolving needs of industries and enterprises, helping to drive business value and achieve peak personal and enterprise performance.

Global Education connects learners with some of the world's best higher education programmes that have been developed in collaboration with leading educational institutions from the United Kingdom, the United States, Australia and Europe.

Founded on the initiative of Singapore's Economic Development Board in 1964, SIM has a track record that spans close to 60 years in developing talent and upskilling Singapore's workforce. Today, SIM is recognised in the Asia Pacific region for empowering individuals and enterprises to be ready for the future and to thrive across life stages.

To find out more about SIM, visit sim.edu.sg.

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ABOUT THE 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, for close to 60 years, been leading in the development of work and industry skills for Singapore's growth.

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.

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