

## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

### **Singapore Institute of Management rebrands to reflect a new era of learning for Indonesians**

**29 SEPTEMBER 2022, INDONESIA** – [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 Indonesia.

A rebranding event was held in Pullman Jakarta Indonesia Thamrin CBD and graced by Guest of Honour, Mr Kwok Fook Seng, Singapore Ambassador to the Republic of Indonesia. The event was attended by about 50 guests from the Indonesian 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 Indonesia looks to develop the quality of its human resources to realise its transition towards Industry 4.0 and to capitalise on its demographic dividend where over 70 per cent of its population is in the prime working age group.<sup>1</sup> Indonesia's constantly evolving economy would require its workforce to be equipped with lifelong skills 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.

In a show of its commitment, SIM signed two Memorandums of Understanding (MOU) with UIC College and Gloria Senior High School at the event today.

The partnership with UIC College will enable SIM to bring its in-house diploma programmes to Indonesians and offer opportunities for them to pursue a bachelor's degree of their choice in Singapore upon graduation. UIC College will be SIM's first Overseas Teaching Centre in Indonesia, and the first intake of students is targeted for April 2023.

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<sup>1</sup> <https://jakartaglobe.id/business/indonesias-demographic-dividend-reaches-peak-in-2021/>

SIM has plans to partner with five overseas teaching centres over the next three years to bring SIM-owned diploma and foundation programmes to Indonesians. This will potentially enable up to 500 Indonesian students to pursue a Singapore education in Indonesia.

SIM will also collaborate with Gloria Senior High School in Surabaya to engage students, understand their learning needs for tertiary education, organise seminars and workshops, and facilitate scholarship interviews with SIM. There will also be student exchange programmes where students from respective institutions can engage in social and cross-cultural activities.

In recognition of demand in global education from Indonesia, the SIM Indonesia Representative Office was set up in 2018. Today, Indonesian students make up 19% of the overseas student population at SIM. The SIM Indonesia Representative Office believes in delivering positive outcomes for the wider community. It organises an annual Educators Conference to engage educators on a larger scale, with the aim of facilitating dialogues, sharing of best practices and insights on the education landscape in Indonesia, Singapore and the region. It also partners local and multinational enterprises to offer internships and employment opportunities for Indonesia learners and graduates.

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 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 and his future vision for SIM, President and CEO of Singapore Institute of Management, 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.”

SIM’s Global Education—which offers global higher education programmes to learners—recently attained the EduTrust Star certification, on 20 August 2022.

The EduTrust Star certification 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 fit-for-future and to thrive across life stages.

To find out more about SIM, visit [sim.edu.sg](https://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](https://sim.edu.sg)