



**Made In Manchester
Shared With The World**



UOM S.E. Asia Centre Newsletter

Spring 2022 Issue

Latest Happenings

Find out what's been happening in our Southeast Asia Centre since our last issue!



Director's Desk

Hear from our Centre Director on this season's latest updates and current state of affairs.



Alumni Spotlight

Our alumni have made it in the news! See what impact they have made in the region and get inspired!



Upcoming & Past Events

Take a look at our upcoming and past events.



Power up and be more productive!

Get some tips and learn the tricks to effective time management.



Transitioning into a Covid-19 Resilient Nation

Keep abreast of the latest Covid-19 news and the evolving travel advisory.

Director's Desk

**Lim Bee Ing Centre Director, The University of
Manchester Southeast Asia Centre**



The year 2022 marks our third year after the global pandemic COVID-19 hit the world. Despite the recent wave of Omicron variant, Singapore is set to transit to a COVID-19 resilient nation progressively where existing healthcare protocols will be simplified to allow more activities to resume and where there will be streamlining of country/region classification and border measures to make travel easier. In the latest announcement, Singapore is even considering scraping Vaccinated Travel Lanes when the Omicron wave has passed and reopen to all fully-vaccinated visitors from anywhere in the world!

Through the collaborative work of our Centre and AMBS staff, we were able to thrive during one of the most difficult years in memory. We have resumed our face-to-face workshops for our MBA programmes and Masterclasses since February. We are excited to welcome our students, alumni and the UK academics back at the Centre. In anticipation of the world trending towards hybrid delivery, we have upgraded our classrooms with the state-of-the-art video conferencing facilities to provide a seamless classroom experience and promote interactivity for all participants, especially for those residing in the region.

We would like to extend our heartiest congratulation to our GMBA Alumna, Dr Cherry Chia, who won the prestigious Study UK Alumni Awards 2021-22 the Business and Innovation Award. The Alumni Awards celebrates the outstanding achievements of alumni who are leaders in their field and have used their experience of studying at a UK university to make a positive contribution to their communities, professions and countries. Read more about Cherry's accomplishment below.

Finally, the year 2022 marks a significant year for both East Asia (Hong Kong) and South East Asia (Singapore) Centres as we celebrate our 30th Anniversary together. We had indeed come a long way through the 30 years of progress towards excellence. Without your confidence in our Centre and sincere referrals through the years, our story would not have been so successful. We would like to also convey our appreciation to Christina (East Asia Director) and Hong Kong colleagues for their unwavering friendship and delivering such great team work. It was fantastic working alongside them and accomplishing many successful projects!

With the start of this new year promising new opportunities and experiences, we would like you to join us in celebrating our 30th anniversary and look forward to seeing more of you in person!

Celebrating Manchester's Alumni



Alumni Spotlight

Dr Chia Na Yu, Cherry Founder & CEO of ErleaDx

A Manchester scientist is working with the world's best doctors to develop a groundbreaking early detection test for lung cancer.

"Our vision at ErleaDx is to make picking up lung cancer, at its early stages, as easy as a finger prick test at home. This test is a game changer for the millions of people around the world who hear the devastating words "you may have lung cancer" every year. The current test for lung cancer is expensive, not 100% accurate and involves invasive procedures"

Dr Chia launched her MedTech start up ErleaDx after her studies at the University of Manchester. Her pioneering work on a blood-based test to pick up lung cancer in its early stages is now attracting attention from the global scientific community. She is currently working on product development and clinical recruitment for the Mirlung Dx lung cancer detector and hopes to have a prototype available to UK lung cancer patients by 2023.

ErleaDx's goal is to develop a handheld device for lung cancer detection which works in a similar way to glucose testing meters for diabetics. The company has developed a proprietary technology to detect microRNA biomarkers at the early onset of lung cancer.

Dr Chia recently won the Study UK Alumni Awards 2021-22 in Business and Innovation field. The award celebrates the outstanding achievements of alumni and showcase the impact and value of a UK higher education.

She was also one of the winners of the 2021 Venture Further Business Start-up Competition in the healthcare category for this early lung cancer detection project. Venture Further is the flagship annual start-up competition for all current students, researchers and recent graduates across the University of Manchester. She has also received support from the Masood Entrepreneurship Centre at Alliance Manchester Business School.

This project has landed the UK Wellcome Trust Grant to support the pilot clinical studies in Manchester and a prestigious A*Star GAP \$100,000 grant from the Singapore government to turn its research into a market-ready product.

Dr Chia believes that her MBA studies provided her with an excellent foundation in business and ignited the entrepreneur in her, helping her uncover her natural talent for business and to subsequently commercialise her research work.

Upcoming Events

Operationalising & Communicating Values Masterclass

CX Strategy - Creating The Blueprint For Your Brand

"Focusing on your customer makes a company resilient." - Jeff Bezos

Customers no longer just compare products and price. Great experience helps you stand out amongst the competition. One has to shift their mindset and understand that customer experience is not an expense. Managing customer experience will bolster your brand leading to an increase in revenue and contributing to business growth and profitability.

This Masterclass will aim for you to gain an appreciation for why customer experience management (CEM) is important in today's business environment and to understand some of the key factors in CEM.

Through this hands-on masterclass you will :

- Gain an understanding of customer experience (CX) from the 'sense', 'feel', 'think', 'do' perspectives.
- Look at CX through the eyes of the customer

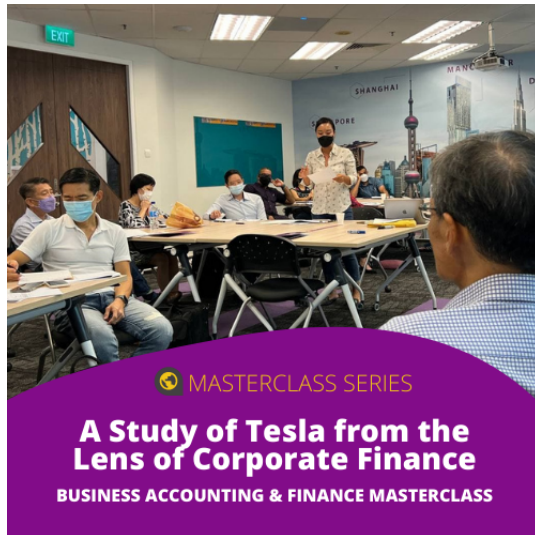


- Use this information to build value into the customer-experience journey

During the session participants will also have a chance to apply what they have learnt to test with an interactive group exercise.

Register Now!

Past Events



Business Accounting & Finance Masterclass

A Study of Tesla from the Lens of Corporate Finance

On 2 March 2022, our MBA Distinction Senior Alumnus and an adjunct lecturer at AMBS, Mr Daniel Ong, engaged participants in a highly interactive session of masterclass where they delved into Tesla.

Tesla is an electric vehicle and clean energy company listed in Nasdaq. Its mission is to

accelerated the world's transition to sustainable energy.

The participants applied the theories learnt from Corporate Finance and reviewed the prospect of Tesla, its valuation and how the company achieved its mission through investment and financing activities.

Career Development Series

Transition to Leadership - Be the Winning Leader!

On 2nd March 2022, our students and alumni had another great session with Andrew Jones, Executive Coach and Facilitator who spoke on 'Transition to Leadership'. Andrew shared insights on the challenges and tips of transitioning from a successful individual contributor to becoming an effective manager and winning leader. The participants also had opportunities to interact and share their perspectives during the breakout sessions. The engaging session ended with our attendees asking Andrew questions, and we are sure that many received practical, actionable strategies.



Centre Welcome Event

Welcoming Jan 2022 Global MBA Students

It is a new year and new beginning. We are delighted to greet and welcome our Global MBA students for January 2022 cohort as they embark upon their MBA journey with the University of Manchester.

With the gradual relaxation of restrictions, we were able to host over 35 students at our Centre Welcome Event. It was heartening to see our students be able to get to know each other in person, and to see them build new connections and lasting friendships that are sure to endure throughout their MBA career and beyond. Our students who were not able to travel to Singapore to join in physically has logged in remotely for the interactive session which is made possible with our newly upgraded video conferencing facility in the classroom.



During the two hour meet and greet session, students gain tips from the expert on improving interpersonal skills and managing group dynamics which is an important aspect not only throughout their MBA journey, but also in the professional setting and personal setting.

We would like to extend our thanks to our esteemed alumni from Manchester Business School Alumni Association (MBSAAS) who made the time to join the new students during the meet and greet session to have casual conversations and share their own experiences using their own professional and personal journeys.

Alumni Perspectives Webinar Series

Shaping One's True North

On 27th January 2022, our esteemed MBA alumnus, Dr Yap Kwong Weng, Associate Partner in the Government and Public Sector in EY Parthenon was invited to be a speaker at Alumni Perspective Series held by Alliance Manchester Business School (AMBS). Dr Yap talked about career transition, risk, opportunity and costs, touching upon how businesses and citizens need to adapt and leverage on their collective imagination and social capital to succeed in the accelerated world driven by new technologies and global shifts in the post-pandemic world.



Corporate Social Responsibility

Art For Good

On the 15th December 2021, University of Manchester Worldwide, South East Asia Centre in collaboration with Art for Good



held an Art Therapy session for our students and alumni with aim to create awareness for mental health in the community, uplift the vulnerable ones and empower those around us to make a change by taking action.

The proceed from registration fee directly benefited the vulnerable children at Rare Disorder Society (Singapore)* in the form of Art Therapy. Children who undergo traumatic experiences and overwhelming life stressors may find it difficult to express in words what they are going through.

Art therapy helps them explore and work out complicated feelings and thoughts, communicate the unspeakable, experience healing, gain self-confidence, and feel empowered to move on towards a more hopeful and happier life.

**Rare Disorders Society (Singapore) is a non-profit organisation initiated by parents of children with LSD (Lysosomal Storage Disorder). Established in 2011, it aims to create awareness about various life-threatening rare diseases (RD).*

Graduation Photo Session

2021 Graduation

On 4 December 2021, we invited our 2021 graduates for a celebration to mark their exceptional achievement through private graduation photo session. Our graduates were able to capture their monumental milestone in their lives with their family and friends during the photo session. Our heartiest congratulations to all our 2021 graduates and we wish you all the best in your next chapter of your journey!



Masterclass Series

The Judgement Project

Good judgement lies on the borderline between conscious analysis and non-conscious, intuitive awareness. The Judgement Project is about developing this uniquely personal and powerful skills in business which is important in post-covid world where long term planning is difficult give then fluidity and unpredictability in the business world.

On 2 December 2021, we were joined by over 50 students and alumni in an exclusive Masterclass where Professor Bob Ryan, Honorary Senior Visiting Fellow at The University of Manchester shared about The Judgement Project in post-covid world.

In this two-hour masterclass session, the participants learnt about EPF (Emotional Engagement, Deep Practice and Rapid Feedback) approach, understanding the nature of judgement and development of expertise using the EPF approach.

Industry Panel Discussion

The Future of Regtech

Over 450 participants registered for our The Future of Regtech 2022 Keynote and Panel Discussion held on 13 Oct 2021. It is a jointly hosted event organised by The University of Manchester South East Asia and East Asia Centre.

The virtual discussion was led by esteemed keynote speaker Andrew Glover, ICA Chief Examiner Asia & Director of Compliance Education, APAC at International Compliance Training Academy Pte. Ltd, and joined by industry experts from our Singapore and Hong Kong alumni network- Mr Daryl Pereira, Partner, Head of Cyber at KPMG Singapore, Manchester Global MBA Alumnus, Dr Amanda Lim, Director at ACH Worldwide, Project Supervisor of AMBS Global MBA, Manchester Global MBA Alumna, and Mr Chye Kit Chionh, CEO & Co-Founder, Cynopsis Solutions.

During the 1.5 hour-long sessions, our panellists discussed real-world examples of Regtech to provide further exposition and extrapolation, focusing on the Regtech ecosystem in Asia, particularly Singapore and Hong Kong.



Career Development Series

The Art of Networking & Cross-Cultural Communication

On 30 September 2021, we held a hybrid career development session for the local and regional students and alumni at our South East Asia Centre on the Art of Networking and Cross-Cultural Communication in the post-covid world.

During the two hour intensive and interactive workshop, participants learnt various strategies and tips which would

shape and plot one's networking ability. The key takeaway is on how one should make use of effective networking skills to unlock more opportunities in elevating their professional career.

Power Up and be More Productive! – Mastering Time Management

Do you spend your day in a frenzy of activity and wonder why you have not accomplished much at the end of the day?



We all have 24-hours in a day, but why does it seem that some people are able to get the most out of every minute of the day?

The answer lies on **effective time management**. Good time management leads to improved efficiency and productivity, lower stress and leads to career success.

Here are some excellent tips on time management:

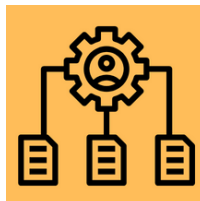


Plan ahead, get organized and set SMART goals.

Do you find yourself wasting a lot of time looking for files/documents or emails? Take time to organize your files/documents/emails/system so that they do not slow you down.

Utilize online calendar as one of the tools to help you get organized.

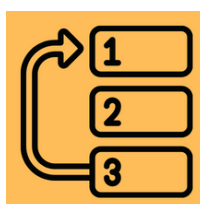
Write down deadlines for projects or for tasks that are part of completing an overall project. Do not lose sight of the bigger picture when you plan the schedules for smaller tasks which forms part of a bigger project. When setting your goals, make sure that they are **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**imely.



Group similar tasks & set time limit.

Different tasks demand different type of thinking. Therefore, grouping similar tasks and setting time limit to complete them increases efficiency by minimizing time in reorienting yourself with different tasks.

Decide on how much time you need to allocate for each task will help you to pre-empt and arrest potential problems before they arise.



Prioritize your tasks.

Evaluate your to-do list and organize it based on importance of a task. Place the most important, urgent and hardest task for completion on highest priority and first thing which you need to clear instead of leaving it to the last.

Stephen Covey introduces a time management matrix tool known as **Eisenhower matrix** to help prioritizing task based on four quadrants:

- **Important and urgent** – tasks under this category are the ones with important deadlines and high urgency which require immediate attention and action.
- **Important but not urgent** – tasks under this category would be ones which do not require immediate action, so you can decide when to do these tasks.
- **Urgent but not important** – these would be tasks which do not contribute to your output and a distraction resulting from poor planning of others. Minimize and delegate these tasks where possible.
- **Not urgent and not important** – these activities hold little or no value and should be eliminated as much as possible or set them aside to be done later.



Eliminate half-works and distractions.

Have you ever been in a situation where you are writing a report, but would randomly stop to check your phone or emails?

In this digital era where social media, web browsing, co-workers' text/instant messaging are prevalent, distractions at work can be limitless and one can easily fall into the trap of half-work.

When you are not fully engaged in the task at hand, it would take you twice as long to accomplish half as much. Therefore, be proactive about isolating yourself from these distractions when you are working on your task.

Take baby steps – identify the top distractions and focus on conquering those for two weeks.



Stop being perfect, learn to delegate and say no.

When you are a perfectionist, nothing will ever be good enough which means you end up going back to the same task over and over again.

So stop being perfect – do the best you can and move on!

Delegating is never easy, depending on your situation, sometimes it would be a better use of your time to find someone else to help you complete certain tasks. Learn to delegate simple tasks so that you have more time to focus on more important or larger tasks.

Finally, know your limit and be brave to say no if you already have your plates full. Be tactful and explain that you are fully occupied but you would be able to help at later date if your help is still required.



Take time out!

Even machines will breakdown when working non-stop. Take a breather! Allow yourself some downtime in between tasks to clear your head and refresh yourself.

Take a short nap or walk, meditate, grab a cup of coffee or tea – whichever suit you best to help you unwind, stay focused and motivated on your next tasks.

Transitioning Into A Covid-19 Resilient Nation



Singapore has remained committed to living normally with Covid-19 whilst protecting the vulnerable and reducing any possible strain on healthcare system with any future infection wave. This is evident from the roadmap which include increasing vaccination coverage within the population and conscientious effort in reviewing strategies to manage any new or emerging Covid-19 variants.

As of 2 March 2022, 91% of Singapore population has completed their full regimen, 92% as received at least one dose of vaccine and 68% has received booster shots. Recently, the Health Sciences Authority (HSA) has approved usage of [Pfizer's Paxlovid](#), the first oral tablet to treat mild to moderate Covid-19 in adult patients who are at high risk of progression to severe disease. The medication is intended to reduce the risk of hospitalization and death.

Singapore took the first step towards opening international travelling by implementing Vaccinated Travel Lane (VTL) arrangement which allow quarantine-free travel to Singapore from selected countries via air in September 2021. When Omicron variant of concern surfaced globally, the Singapore Multi-Ministry Taskforce implemented enhanced testing regime for travellers via the Vaccinated Travel Lanes (VTLs) to reduce the risk of spread of Omicron into Singapore.

Since then, there has been prevailing evidence indicating that although Omicron is more transmissible, it is also less severe. As a result, the government has put in place a combination of simplified healthcare protocols and adjustment in border measures as part of the progressive roadmap in becoming a COVID resilient nation

Find out more about [Living with Covid-19](#) in Singapore.

For regular update on travel advisories, please visit [Safe Travel](#).



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