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Headline: UOB-SMU Entrepreneurship Alliance has supported 18 projects in the last two years

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UOB-SMU企业精神联盟 两年来已资助18个项目

@林科宏

“UOB-SMU企业精神联盟”计划成立两年以来，已资助了18个商业咨询或市场调查项目，此外，另有10个咨询项目正如火如荼地进行当中。

除了咨询或市场调查项目，“UOB-SMU企业精神联盟”计划中心也为中小型企业以及新大学生举办了13场总裁讲座与研讨会，探讨许多广泛的范围，包括人力资源、品牌、广告和策略性管理。

大华银行（UOB）与新加坡管理大学（SMU）为资助中小型企业展开商业咨询项目而发起的“UOB-SMU企业精神联盟”日前庆祝成立两周年，并为超过300个赞助商、客户以及本地中小型企业社群举办了全天的“Boot camp”活动。

大华银行总裁黄一宗说：“这些项目明确反映了此计划的成功，我们为相信学生顾问的本地企业家，以及在提供专业知识时显示出高度专业水平的学生顾问给予掌声鼓励。”

“UOB-SMU企业精神联盟”计划的覆盖面大致上包括营销顾问与调查、业务策略与规划，以及人力资源研究，而据了解，每个项目组织都是由两到三名新大学生所组成的。

学生为中小企业当顾问 总裁和企业家密切督促

这些被称为学生顾问（Student consultants）的新大学生为接受该计划所资助的本地中小型企业公司提供商业咨询项目，而幕后都有新大或资深的商业领袖例如总裁和本地企业家的密切督促。

在此计划下，一般商业咨询或市场调查研究项目可获得的资助金额高达项目成本的70%到90%，而与专业研究机构所收取的上万元费用相比来得低。

参与计划的海恩食品有限公司董事李教盛和Alpha Paw公司创办人李隆新受访时表示，学生顾问都表现得很好，而且整个计划的费用经资助后，数额也大大减少了。

坐落于新大城市学院的“UOB-SMU企业精神联盟”计划中心的主要任务就是管理其基金，并成为平台，让本地商业社群发掘新大以及业务指导员随时可有的资源和专业知识。

日前举办的“Boot camp”活动于新大学院里举行，目的是让参与者更加了解“UOB-SMU企业精神联盟”计划以及如何从该商业咨询项目中受惠。

创立自今，该计划除了资助了18个商业咨询或市场调查项目之外，也吸引了超过50名新大学生参与此活动。



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Since its launch two years ago, the UOB-SMU Entrepreneurship Alliance has funded the completion of 18 SME consulting projects, with another 10 projects in the pipeline.

Besides consultancy and business research studies, the UOB-SMU Entrepreneurship Alliance Centre has organized 13 CEO talks and seminars for SMEs and SMU undergraduates on a wide range of areas including human resources, branding, advertising and strategic management.

UOB and SMU celebrated the 2nd anniversary of the Alliance, which was set up to promote the growth and development of the SME sector. Over 300 sponsors, clients and business leaders from the SME community attended a full-day boot camp as part of the celebrations.

Mr Wee Ee Cheong, CEO of United Overseas Bank Group, said, " This is a clear reflection of the Alliance's success. We applaud local entrepreneurs for believing in the capability of the student consultants, and also the student consultants for their high level of professionalism when offering their expertise."

The Alliance's SME Consulting Programme comprises business projects covering marketing consultancy and research, business strategy and planning, and human resource studies, undertaken by project teams made up of two to three SMU undergraduates. These student consultants are closely supervised by SMU professors or experienced business leaders such as CEOs and local entrepreneurs.

The SME Consulting Programme allows qualifying SMEs to benefit from 70% to 90% subsidy of the total consultancy cost, making it cheaper than engaging professional consultants.

Mr Lee Kiow Seng, Chief Executive Officer of Seagift Food Pte Ltd and Mr Victor Lee, Founder of Alpha Paw Pte Ltd shared that the student consultants performed well and through the subsidy, the costs of conducting such projects were greatly reduced.

The UOB-SMU Entrepreneurship Alliance Centre located in the SMU city campus administers the Alliance Fund and serves as the interface for the local business community to tap onto the readily-available resources and expertise in SMU and the panel of business mentors.

The full-day boot camp organized in the SMU city campus aimed to enable participants to learn more about the Alliance and how to benefit from the SME Consulting Programme.

Since its launch, other than having funded 18 business consultancy projects, the Programme has also attracted 50 SMU undergraduates to participate in its activities.