



26<sup>th</sup> February 2022

### **Annual Report 2021/2022**

Dear MBA Alumni,

It's time for another year's update. While writing this, I realized that we have not had the chance to meet for more than 2 years. I hope you have been safe and keeping well.

Last year was characterized by the "do everything from home" environment and we hope our members have picked up a few healthy routines!

2021 was another challenging year in terms of physical events. In-line with government recommendations and our members' safety, the board had decided not to plan any large scale in-person activities.

Not being able to gather in large groups for 2 years also meant we have not been able to welcome a new MBA cohort through our Explore Singapore program. We hope that we can make up for it during our next get-together event. Our other signature events, such as the NUS Business School Golf Reunion and Oktoberfest networking event, had also been cancelled.

However, towards the end of 2021 and early 2022, with the gradual easing of government restrictions, we had organized events on a smaller scale. We did a Pre-New Year meet-up at the Paulaner Brauhaus that had a great attendance. Being able to meet some of you who showed up was indeed a refreshing experience!

In terms of our continued online engagement, we conducted multiple activities. We had our 8<sup>th</sup> Alumni Business Council for MBA and EMBA alumni, and a film investment workshop. What was interesting though was an online travel to Kyoto with a local guide and a guided tour at Dover Forest. For this year's activities, we will be able to give you more details during our AGM. I want to thank the organizing committee for initiating these wonderful events.

Last year, we continued our efforts to recognize outstanding contributions by MBA students. Our renewed collaboration with the NUS Business School entered year 2 of a 5-year contract and involves a co-sponsorship of 3 awards. Financially, this will mean that the alumni association is committing \$2,000 annually. If you know of any deserving student, please nominate them for an award listed below.

1. The NUS MBA Leadership Award
2. Paul Yap Outstanding Contributor
3. The MBA Alumni-NUS Community Service Award



In 2021, NUS Business School informed us that secretarial funding support to all NUS business school alumni associations will be discontinued. Support from the school constituted an important source of our funding but this news was not surprising. The pandemic's impact on the school was not insignificant, and the association understands the rationale for this decision. However, this meant that we had to look at ways to streamline our operations in the absence of immediate revenue generating events.

One option was to explore a closer cooperation with the NUS Business School Alumni Association (NUSBSA). The NUSBSA is an umbrella alumni association for all business school graduates.

Through our esteemed director, Mr. Yeo Keng Joon, who is also the founding president of the NUSBSA, we had reached out to explore organizing joint activities and finding potential synergies. We have established an exploration committee for this and will keep you updated.

In terms of member engagement, we realize that we can do better. 2021 gave us the opportunity to relook at our strategy and we have developed a new engagement framework for the new normal. I want to thank our membership drive sub-committee for driving this effort.

Financially, we continued to stay healthy and with in-person activities potentially resuming towards the end of 2022, we expect to be able to resume our revenue generating activities.

Last year, it came to our attention that our logo needed a bit of a refresh. Our logo looks a bit dated and as we move into the new normal, we feel that our logo needs to be updated as well. We have finalized a few options and will be rolling this out.

On a personal note, after serving for 2 years as President of the MBA Alumni-NUS and steering us through the initial stages of the pandemic, I have decided to step down. As hard as the last 2 years have been, I appreciated the opportunity that I was given to serve our members. I hope that you will give the same support for the in-coming president.

As we head into 2022 and the onset of Covid-19 becoming endemic, we look forward to welcoming everyone back to our events.

Yours sincerely,

Tim Chuah  
President of MBA Alumni-NUS (2021/2022)