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# IBM, NUS-ISS to set up social business centre in Singapore

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The centre is intended to develop a business culture that fosters open collaboration.

IBM has collaborated with the Institute of Systems Science of the National University of Singapore (NUS-ISS) to set up the Enterprise Social Business Centre of Excellence. Supported by the Infocomm Development Authority of Singapore (IDA) and the Singapore Workforce Development Agency (WDA), the centre, starting May, will host seminars intended to help executives develop a business culture that fosters open collaboration, said IBM in a media statement issued today.

“Enterprise Social Business goes beyond what users know of Facebook, Twitter or LinkedIn. It acknowledges the intrinsic value in the way employees, customers, citizens and partners engage and that business value is the result of those interactions. That is the competitive advantage that Enterprise Social Business offers. It is our goal that this collaboration will serve as a platform for C-Suite leaders, government leaders, and community leaders to explore and to create a bold unique Enterprise Social Business Agenda,” said IBM Singapore’s managing director, Janet Ang, in the statement.

Commenting on the collaboration, Dr Christopher Chia, chairman of the management board at NUS-ISS said: “This partnership allows us to tap on IBM’s technology and global expertise to deliver Enterprise Social Business know-how to businesses and organisations in Singapore. “NUS-ISS will work closely with IDA and WDA to align the Enterprise Social Business training curriculum to the National Infocomm Competency Framework (NICF) and develop holistic continuing education and training pathways through various modular and qualifications programmes to widen and deepen the capabilities of industry professionals,” he added.

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