



PRESS RELEASE

NUS-ISS renews commitment to position itself for the next curve of digital economy

Through multiple and stackable learning pathways and digital transformation, NUS-ISS will guide individuals and organisations in bridging future opportunities in the digital economy.

Singapore, 30 November 2022 – In commemorating its 40th anniversary, NUS-ISS today unveiled a new brand identity and logo to signify its new purpose which is to be the best-in-class guide to shape learners and organisations for the next curve of the digital economy, at a celebration gala dinner. The event was graced by Guest-of-Honour, President Halimah Yacob, Chancellor of NUS, who unveiled the NUS-ISS Heritage Project and launched the institute's new brand and logo.

Preparing Singapore for the information age

NUS-ISS was established in 1981 to help prepare Singapore for the Information Age by equipping professionals in Singapore with digital skills and to support the nation in its first concerted step to push for an IT agenda. Over the last four decades, the institute has remained steadfast in its commitment to helping Singapore develop a competitive digital workforce.

Said Ms Janet Ang, Chairman, NUS-ISS, "We stand on the shoulders of giants, leaders who have envisioned and built NUS-ISS. The institute's purpose has been to play a critical role in the nation's digital development. We have pioneered many firsts, and will continue to innovate. I am confident we will carry on this torch with much renewed vigour for the next 40 years as NUS-ISS continues to be a key enabler in accelerating digital excellence."

To date, NUS-ISS has trained over 166,000 digital leaders and professionals, 8,060 corporate client organisations, and produced over 7,600 alumni from its graduate programmes. (Please refer to [Annex A](#) for information on NUS-ISS' milestones and accomplishments from 2019 to 2022.)

In marking this momentous milestone, NUS-ISS has commissioned a series of paintings by local mural artist Mr Yip Yew Chong that showcases the transition and growth of the nation, as well as NUS-ISS, over the last 40 years. Known as the NUS-ISS Heritage Project, the paintings bring to life the stories and sights of Singapore old and new; and tell of how the institute has contributed towards Singapore's transformation and progress, as well as its commitment in the next 40 years to come, to empower individuals and organisations in bridging future opportunities in the digital economy. The series will be permanently exhibited in NUS-ISS' premises in the new year.

Bridging new opportunities towards a digital future

Officially unveiled by President Halimah Yacob, the new NUS-ISS brand and logo heralds the institute's commitment to accelerate digital excellence in its next phase of growth. The new logo comprises the abbreviation "ISS" stylised in an iconic and simple silhouette, with bold, dynamic curves that signify the institute's forward-thinking spirit and innovation, as it leads the way in creating pathways for digital talent to shape the next curve of change.

The logo refresh comes alongside NUS-ISS' brand transformation as it phases out the use of its former name, Institute of Systems Science at the National University of Singapore. Moving forward, the institute will go by its abbreviated name "NUS-ISS", as it repositions itself with a bold, new brand promise to become the best-in-class guide in equipping future-ready learners and organisations with the skills and mindsets to ride waves of disruptions and excel in a complex world. (Please refer to [Annex B](#) for information on NUS-ISS' new brand and logo.)

The strategic focus ahead of NUS-ISS is on guiding individuals and organisations – in Singapore and beyond – across bridges towards a future of limitless opportunities. This will be done through diverse modalities of learning including blended learning programmes and multiple learning pathways, as well as equipping them with the knowledge and confidence needed for successful digital transformation. The institute is also working with the widest possible range of industry partners and associations to co-create a digital learning ecosystem that can inspire and shape solutions for the digital economy.

"Over the past 40 years, NUS-ISS has been focused on delivering learning programmes that deliver industry impact, continuously innovating as we navigated evolving challenges year after year," says Mr Khoong Chan Meng, Chief Executive Officer, NUS-ISS. "Through this brand refresh, NUS-ISS reaffirms its commitment to continuing our contribution to nation-building efforts through the development of the next generation of digital talent. We will continue to be the trusted partner in crossing each bridge of challenges towards digital excellence in Singapore and beyond."

Inspiring the next generation of leaders and digital talent

NUS-ISS also concluded its anniversary celebration with the award presentation for the NUS-ISS Digital Futurist Challenge which kicked off in July this year. The Challenge rallied youths from local institutes of higher learning to envision a future desired scenario of Singapore in 2060, and design creative, digital-focused solutions to propel Singapore towards this envisioned state. In total, 242 students formed 59 teams which came up with solutions across three imperatives: Green & Sustainability, Health & Well-being, and Work & Learning. The Challenge culminated on 29 October, when 15 shortlisted teams pitched their projects to an esteemed panel of judges.

The first prize winners of each of the three themes of the challenge, comprising students from the National University of Singapore, Singapore Management University, Nanyang Technological University, and Singapore Polytechnic, received their prizes from President Halimah Yacob at the gala dinner. Their outstanding and creative digital-focused solutions had demonstrated innovative and critical thinking, addressing challenges that were pressing to the modern world and for Singapore's future era. The three first-prize teams each received \$5,000 cash, and the six runner-up teams each received \$2,500 cash. All finalists received a complimentary enrolment to NUS-ISS' Digitalisation Passport Programme, worth up to \$7,500 for each team. This Blended Learning programme enables them to develop essential digital capabilities in Data, Digital Agility and Digital Innovation, to help them pursue digital excellence and realise their potential. (Please refer to [Annex C](#) for more information on the winners.)

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About National University of Singapore (NUS)

The National University of Singapore (NUS) is Singapore's flagship university, which offers a global approach to education, research and entrepreneurship, with a focus on Asian perspectives and expertise. We have 16 colleges, faculties and schools across three campuses in Singapore, with more than 40,000 students from 100 countries enriching our vibrant and diverse campus community. We have also established our NUS Overseas Colleges programme in more than 15 cities around the world.

Our multidisciplinary and real-world approach to education, research and entrepreneurship enables us to work closely with industry, governments and academia to address crucial and complex issues relevant to Asia and the world. Researchers in our faculties, research centres of excellence, corporate labs and more than 30 university-level research institutes focus on themes that include energy; environmental and urban sustainability; treatment and prevention of diseases; active ageing; advanced materials; risk management and resilience of financial systems; Asian studies; and Smart Nation capabilities such as artificial intelligence, data science, operations research and cybersecurity.

For more information on NUS, please visit www.nus.edu.sg.

About NUS-ISS

Established in 1981, NUS-ISS nurtures digital talent for the industry through graduate education, executive education programmes, consultancy, applied research, and career services. NUS-ISS guides individuals and organisations to bridge future opportunities through a unique portfolio of multiple learning pathways such as blended learning and stackable programmes, leading the way in shaping the next curve of digital excellence. It offers a wide spectrum of programmes in critical industry disciplines, such as digital leadership, software development, data science, artificial intelligence, cybersecurity, product management, smart health and digital innovation.

To date, over 166,000 digital leaders and professionals, 8,060 corporate client organisations, and 7,600 graduate programmes alumni have benefitted from NUS-ISS's suite of services. Its programmes are delivered by NUS-ISS staff with an average of more than 20 years of industry experience and supported by a strong network of partners. NUS-ISS also works with industry partners and associations locally and globally to co-create a digital learning ecosystem that inspires and shapes solutions for the digital economy.

For more information visit, www.iss.nus.edu.sg

Annex A – NUS-ISS' Key Milestones and Accomplishments (2019-2022)

Founded in 1981, NUS-ISS develops digital leaders and talent for the future economy, through its Executive Education Programmes, Graduate Programmes and Digital Academy Services. Delivering a range of immersive programmes, courses, research and consultancy, NUS-ISS empowers professionals with industry-relevant knowledge, skills for resilient careers and lifelong learning. NUS-ISS also actively guides companies in their digital transformation journeys and cultivates digital change agents for their organisations.

To date, NUS-ISS has trained:

- Over 166,000 digital leaders and professionals
- 8,060 corporate client companies and organisations
- Over 7,600 alumni from its graduate programmes

Year 2019:

- Partnered NCS to train digital infocomms technology talent leading to a Master of Technology in Software Engineering. ([Read more](#))
- Collaborated with the Singapore Business Federation to offer three new programmes to help firms boost digitalisation efforts. ([Read more](#))
- Launched the Professional Certificate in Digital Marketing and Content Creation in collaboration with Singapore Media Academy and Institute of Advertising Singapore. ([Read more](#))
- Launched the Professional Certificate in Digital Leadership, stackable programmes leading to a Master of Technology in Digital Leadership. ([Read more](#))

Year 2020:

- Appointed as the official Operating Partner for the Government Technology Agency's (GovTech) Digital Academy serving the whole of government in Singapore.
- Partnered Infineon Technologies AG to make Singapore its first hub to embed Artificial Intelligence in all job roles. ([Read more](#))
- Introduced four digital initiatives as tributaries to Yishun Health's River of Life blueprint. ([Read more](#))
- Partnered the National Council of Social Service to launch the Professional Diploma in Digitalisation for Non-Profits. ([Read More](#))
- Collaborated with the Institute for Human Resource Professionals to transform human capital management through digital competency initiatives. ([Read more](#))
- Jointly launched the AXSI Digital Finance Leadership Programme with AMTD, Xiaomi Finance and Singapore Management University to develop the leadership capabilities of digital finance leaders in Singapore, Southeast Asia and the Greater Bay Area in China. ([Read More](#))
- Pivoted all programmes into synchronous online learning during COVID-19 and held its first-ever virtual Learning Festival to empower skills and career transformation. ([Read more](#))
- Launched the SGUnited Skills Programme with six certifiable pathways for in-demand skillsets in Digitalisation; Data Science, Digital Solutions, Intelligent Systems, Smart Health and FullStack Software Development to address national challenges. ([Read more](#))
- First organisation in Singapore to be certified the ISO 29993:2017 (quality mark for CET) for NUS-ISS' full suite of programmes.

Year 2021:

- Unveiled new building and fresh initiatives to enhance digital talent pipeline in Singapore and beyond. ([Read more](#))

- Launched the [Digital Academy](#) (DA) by GovTech over a symposium and week-long learning festival as DA's operations partner. ([Read more](#))
- Partnered the Ministry of Health's Office for Healthcare Transformation in organising a high impact designathon, [Design4Impact](#) (second edition) – a platform for participants to innovate solutions to strengthen mental well-being in the new normal.
- Partnered Kwong Wai Shiu Hospital, a SkillsFuture Queen Bee organisation to provide [mentorship support](#) for community care organisations and social service agencies.
- Partnered The Chartered Institute of Logistics and Transport to offer the [Certified Digital Logistician](#) course.
- Strengthened partnerships with Certis Group, NTT Data, ST Engineering, Institute of Banking and Finance Singapore, Bank of Singapore, AMTD Digital and VISA.

Year 2022:

- Growth of our partnership with GovTech's Digital Academy to include operations management for over 120 courses; and appointed as a training partner for Leading Digital Transformation for Directors, CIO Milestone Programme, Graduate Certificate on Designing and Managing Products and Platforms, and many other programmes.
- Strengthened partnership with NCS as NUS-ISS embarks on a renewed phase of our partnership through the successful Nucleus Programme, with close to 330 NCS staff having completed graduate certificates since 2019.
- Partnership with The Institute of Banking and Finance Singapore on the Technology in Finance Immersion Programme which aims to build up an industry pipeline of capabilities in key technology areas to meet the talent needs of the Financial Services sector.
- Partnership with VISA on the Visa Technology Traineeship Programme, supported by IMDA, which accelerates professional development for fresh and mid-career professionals through on-the-job training.
- Embarked on going global with its programmes e.g. conducted a Digital Leadership Programme for the Bank of the Philippine Islands leadership team, who flew into Singapore for a two-day course to gain insights about leaders' role in shaping digital transformation, develop business agility, leverage design thinking for innovation, and more.
- Launched [Blended Learning Programmes](#) to help participants build essential key digital skills beyond the traditional classroom model; and leverage a dynamic online platform with facilitated sessions that provide opportunities to collaborate, practice, and apply their learnings in real-life.

Annex B – NUS-ISS’ New Brand and Logo

The new NUS-ISS logo



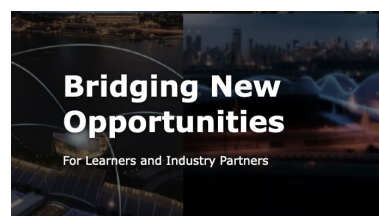
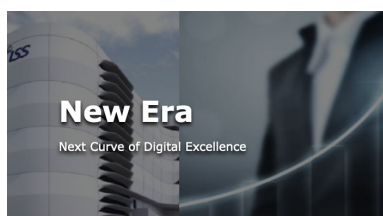
NUS-ISS’ refreshed logo aims to capture its new purpose: to be the best-in-class guide to shape learners and organisations for the next curve of the digital economy.

It consists of the abbreviation “ISS” stylised in an iconic and simple silhouette, with bold, dynamic curves that signify the institute’s forward-thinking spirit and innovation, as it leads the way in creating multiple and stackable pathways for digital talent to shape the next curve of change.

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Designed in consultation with: Kingsmen Creatives Ltd.

NUS-ISS’ new brand story



As NUS-ISS celebrates its 40th anniversary, the institute is renewing its brand promise and commitment to bridging new possibilities for the next generation of digital talent.

The strategic focus ahead for NUS-ISS is on guiding individuals and organisations in Singapore and beyond across bridges towards the future of infinite potential. It will lead the way by building multiple pathways to shape the next curve of digital excellence. This will be done through:

- Diverse modalities of learning including blended learning programmes and stackable programmes
- Equipping learners and organisations with the knowledge and confidence needed for successful digital transformation
- Working with industry partners and associations to co-create a digital learning ecosystem that can inspire and shape solutions for the digital economy

Narrative crafted in consultation with: Consul.us.

Annex C – NUS-ISS Digital Futurist Challenge Finalists: First Prize Winners

Theme: Green & Sustainability

Team Name: BrotherNature

Members: Chow Yean Li, Denzel Lim, Hubert Loi, Low Zi Hao and Tay Ting Hui

Institutes of Higher Learning: Nanyang Technological University, National University of Singapore and Singapore Management University

With climate change being an existential threat to Singapore, having a long-term solution or strategy to address environmental threats and land scarcity is key to realising a resilient future for the citizens. Team BrotherNature envisions that in 2060, Singapore would have completed its fourth – and last – man-made mountain that will revolutionise living spaces and travel, eradicating the issue of submerged buildings and railway lines. This is alongside three other mountains: Mount North, South, and East, built in 2034, 2045, and 2054 respectively.

Known as Singapore's Elevate Populate Accelerate (SEPA), the project aims to create the world's first elevated city that rises above the impacts of climate change. The groundbreaking innovation consists of four man-made mountains each measuring 500m high, with a scale large enough to fit almost four times Singapore's population. The SEPA project is also expected to generate 50,000 jobs and contribute US\$100 billion to Singapore's GDP by 2070.

Theme: Health & Well-being

Team Name: B10 for Future SG (BFFs)

Members: Balaji Srinivasan, Chin Ngiok Yong, Cuithbert Lim and Xylon Lee

Institute of Higher Learning: Nanyang Technological University

Smart homes enabled by the Internet-of-Things (IoT) is a robust trend we see today. Team B10 for Future SG envisions a future in which Housing Development Board (HDB) flats are equipped with IoT solutions that support better health and well-being for residents. Smart Activation for Elders at Home (SAFE@Home) Singapore's first step towards large-scale public adoption of IoT that at the same time addresses the need to support the nation's ageing population. Via this programme, the homes of seniors are retrofitted with fall monitoring devices to detect emergencies early, and smart fridges to help them to eat healthier.

The Smart Monitoring & Omniscient Response Technology Home (SMORT Home) equips new BTO flats with more advanced IoT-enabled features. These include devices that optimise the home environment to facilitate mental well-being and better sleep, robot vacuum (ROBOCLEAN) that cleans the floor, purifies the air, and sanitises areas through the use of UV light, as well as an Automated Toilet Testing (ATT) toilet bowl that monitors hydration level and carry out wastewater testing, enabled by micro-lab technology to identify potential health risks.

Theme: Work & Learning

Team Name: Flow

Members: Benoit Chia, Chua Ming Rong, Isabelle Sim, Phang Hua Jian and Tang Yook Loong

Institute of Higher Learning: Singapore Polytechnic

In the world today, work and learning have evolved beyond skills and academia. Team Flow combines mentorship and emerging technologies such as augmented reality to address mismatched skill sets in the workplace, as well as help individuals make better-informed choices for their education and career.

Their proposed solution includes inculcating mentorship into the curriculum and creating a pedagogy that allows one to explore career and education choices in more dynamic, robust ways. They believe that practical, hands-on experience is an important aspect of mentorship that is often neglected. Therefore, in their proposed solution, they leveraged technology in the realm of the metaverse to enable such practical experiences and help individuals explore their career and education options in immersive ways that can aid their decision-making. They also seek to create a more inclusive society by ensuring that the disenfranchised communities – such as differently-abled people, students in boys/girls' homes, or ex-convicts – get the opportunity and access to the solution as well.

NUS-ISS Digital Futurist Challenge Finalists: Runner-Ups

Theme: Green & Sustainability
Team Name: Gaia's Will Members: Lee Jun Rong, Nah Jing Jie, Gerlynn Lee, Mallika Rawat and Nikki Lam Institute of Higher Learning: Ngee Ann Polytechnic Project Title: Agri Tech+
Team Name: ITEchies Members: Lai Shi Hua, Aston Ang, Amal Zikri Bin Azman, Liew Shan Yi and Shervonn Tan Institute of Higher Learning: ITE College East Project Title: Euremo – The Biomimetic Robotic Butterfly
Theme: Health & Well-being
Team Name: Fish Fish Members: Lee Yi Sheng, Ezra Chong and Zheng Wenhan Institute of Higher Learning: Ngee Ann Polytechnic Project Title: Virtual Companion
Team Name: The Visionaries Members: Kyliya Chong, Elyse Lee and Seah Ru Yuan Institute of Higher Learning: Ngee Ann Polytechnic Project Title: Technochip
Theme: Work & Learning
Team Name: Futurengingers Members: Nicholas Tan, Sim Yew Chong, Liu Tianqi and Brendan Lim Institute of Higher Learning: National University of Singapore Project Title: dreamWork
Team Name: MALAHAKAJA Members: Dhakiya Muwaffiq Ubaidali, Li Meiyi, Hor Chia Jen, Kristen Naomi Fonseca and Cheng Hui Wen Institute of Higher Learning: Singapore Polytechnic Project Title: E-MERGE