

## DEVELOPING CLUSTERS AND NATIONAL COMPETITIVENESS EXECUTIVE PROGRAMME

Professor Neo Boon Siong is Director of the Asia Competitiveness Institute at the Lee Kuan Yew School of Public Policy in the National University of Singapore and former Dean of Nanyang Technological University's Nanyang Business School. He is a Director on the Boards of OCBC Bank, Great Eastern Holdings Ltd, Great Eastern Life Ltd, Overseas Assurance Ltd, Keppel Offshore and Marine Ltd, J Lauritzen Singapore, and English XChange Pte Ltd. He serves on the Securities Industry Council and the Income Tax and GST Review Boards. He is a leading expert in strategy, process and organisational change. He has advised many major corporations and government agencies, facilitated strategy workshops, and led management development programmes for senior executives and government officials.

Associate Professor Ashish Lall holds a PhD (Economics) from Carleton University. He has published extensively in the areas of productivity and efficiency measurement for firms and industries, multilateral trade policy and competition policy. Prior to joining the Asia Competitiveness Institute, he taught Economics and Business Strategy at the Nanyang Business School, Nanyang Technological University, Singapore. Ashish has taught Professor Michael Porter's signature course on Clusters and Competitiveness since 2003. Earlier in his career, Ashish worked in Canada for the Royal Commission on National Passenger Transport and was a consultant with Abt Associates. He is a member of the Singapore Competition Appeal Board and of the Scientific Advisory Committee of the Hamburg Aviation Conference.



### PROGRAMME OUTLINE

National governments are increasingly identifying and relying on regional competitiveness and cluster initiatives to boost their economies. *Developing Clusters and National Competitiveness* is an executive programme offered by the Lee Kuan Yew School of Public Policy (LKYSPP) through its Asia Competitiveness Institute (ACI). It aims to inform decision-makers about the importance of microeconomic policy and the role of location in economic performance. The Programme will suggest a new role in economic development to business leaders and trade association officials, as well as provide government and economic development agencies with an actionable framework to guide their activities. This combined private-public sector approach will enable regional competitiveness and cluster initiatives to prioritize the most relevant action areas to improve economic performance.

*Developing Clusters and National Competitiveness* explores the determinants of national and regional competitiveness building from the perspective of firms, clusters, subnational units, nations, and groups of neighboring countries in both advanced and developing economies. It focuses on the sources of national or regional productivity, which are rooted in the strategies and operating practices of locally based firms, the vitality of clusters, and the quality of the business environment in which competition takes place.

The Programme is concerned not only with government policy but also with the roles that firms, industry associations, universities, and other institutions play in competitiveness. In modern competition, each of these institutions has an important and evolving role in economic development. Moreover, the process of creating and sustaining an economic strategy for a nation or region is a daunting challenge. The course explores not only theory and policy but also the organizational structures, institutional structures, and change processes required for sustained improvements in competitiveness.

### CORE TOPICS

- Industry Analysis
- Introduction to competitiveness, productivity and clusters
- Analysis of the business environment: The Diamond Model
- Cluster Analysis
- Globalization and the fragmentation of value chains or the location of activities across countries
- Policy recommendation and assessment

Each day of the Programme will be devoted to one topic.



## ABOUT ACI

The Asia Competitiveness Institute was established in formal collaboration with the Institute for Strategy and Competitiveness (ISC) at Harvard University. ISC is led by world-renown competitiveness expert, Professor Michael Porter, who also serves as Chairman of the International Advisory Panel of ACI. ACI and ISC collaborate in teaching, research, and quantitative assessments of national and regional competitiveness. Through this strategic partnership, ACI aims to build intellectual leadership and a network for understanding and developing competitiveness in ASEAN.

## ABOUT LKYSPP

The Lee Kuan Yew School of Public Policy is an autonomous, professional graduate school of the National University of Singapore. Our mission is to provide opportunities for the education and training of the next generation of Asian policy-makers and leaders, with the objective of raising the standards of governance throughout our region, improving the lives of its people and, in so doing, contributing to the transformation of Asia. LKYSPP also offers high quality Executive Programmes that cater to the needs of time-constrained senior managers and professionals. Most of our School's programmes are custom-designed to meet the needs of organisational clients with the aim of delivering creative solutions to real management challenges.

## TRAINING METHODOLOGY

The course is taught using case studies drawn from Professor Porter's signature courses on Microeconomics of Competitiveness. In addition, we employ multimedia materials of case protagonists – many of whom are Presidents and Ministers. Our faculty's approach employs lectures, cases and project work, placing a heavy emphasis on interactive teaching methods. Participants are also able to network and interact in small group discussions with peers from diverse backgrounds, contributing significantly to one another's learning experience.

## COURSE INFORMATION

The Programme will be held for 6 days from 21 to 26 April 2008 at the Lee Kuan Yew School of Public Policy at the National University of Singapore, Bukit Timah Campus. Participants are encouraged to fully participate for the entire programme duration in order to gain the most benefit from the experience. The expected size for each class is between 25 and 40 participants.

The Programme fee is **\$4,000 SGD**, which is inclusive of daily lunch, tea breaks, and all course materials.

## PARTICIPANT PROFILE

The course is designed for senior executives who are in key positions that enable them to directly influence outcomes. It is ideal for:

- National and local government leaders
- Public sector officials involved in economic development and industry
- Business managers with responsibilities for government relations and for location decisions
- Leaders of trade and professional associations

## CUSTOMISED PROGRAMME

Companies and organizations are welcome to contact the Executive Education Department of the Lee Kuan Yew School of Public Policy if you are interested in organizing a separate customized programme on *Developing Clusters and National Competitiveness* for your senior executives. We will work closely with your team to developing a programme that suits your particular needs.

Organisations also have an option to add on a 2-day post-core programme that would assist in developing and prioritizing policy interventions. Participants will be expected to bring a project or work in progress, along with necessary basic data. They will have the opportunity to engage our experienced faculty as they work on these projects.



Lee Kuan Yew  
School of Public Policy

For more information, please contact:  
**Executive Education and Development**  
**Lee Kuan Yew School of Public Policy**  
**National University of Singapore**  
469C Bukit Timah Road Singapore 259772  
Telephone: (65) 6516 7551 / (65) 6516 6192  
Fax: (65) 6872 9291  
Email: LKYSPPep@nus.edu.sg

Application required – please request an application form from LKYSPPep@nus.edu.sg