

SINGAPOUR =
MALAISIE

Gateway to Asia

Aude Le Cottier

Passionate about Asia,
2 years in Singapore, working for BNPP

■ Education

- M.Sc. Business Studies, ESSEC (France)
- Exchange program at IIM Lucknow (India)
- Doctoral program in Strategy, IE (Spain)

■ Expertise

- International Corporate Governance
- 7 years in banking, audit and strategy consulting
- 2 years in Singapore (BNP Paribas)



Jahan Ara Peerally

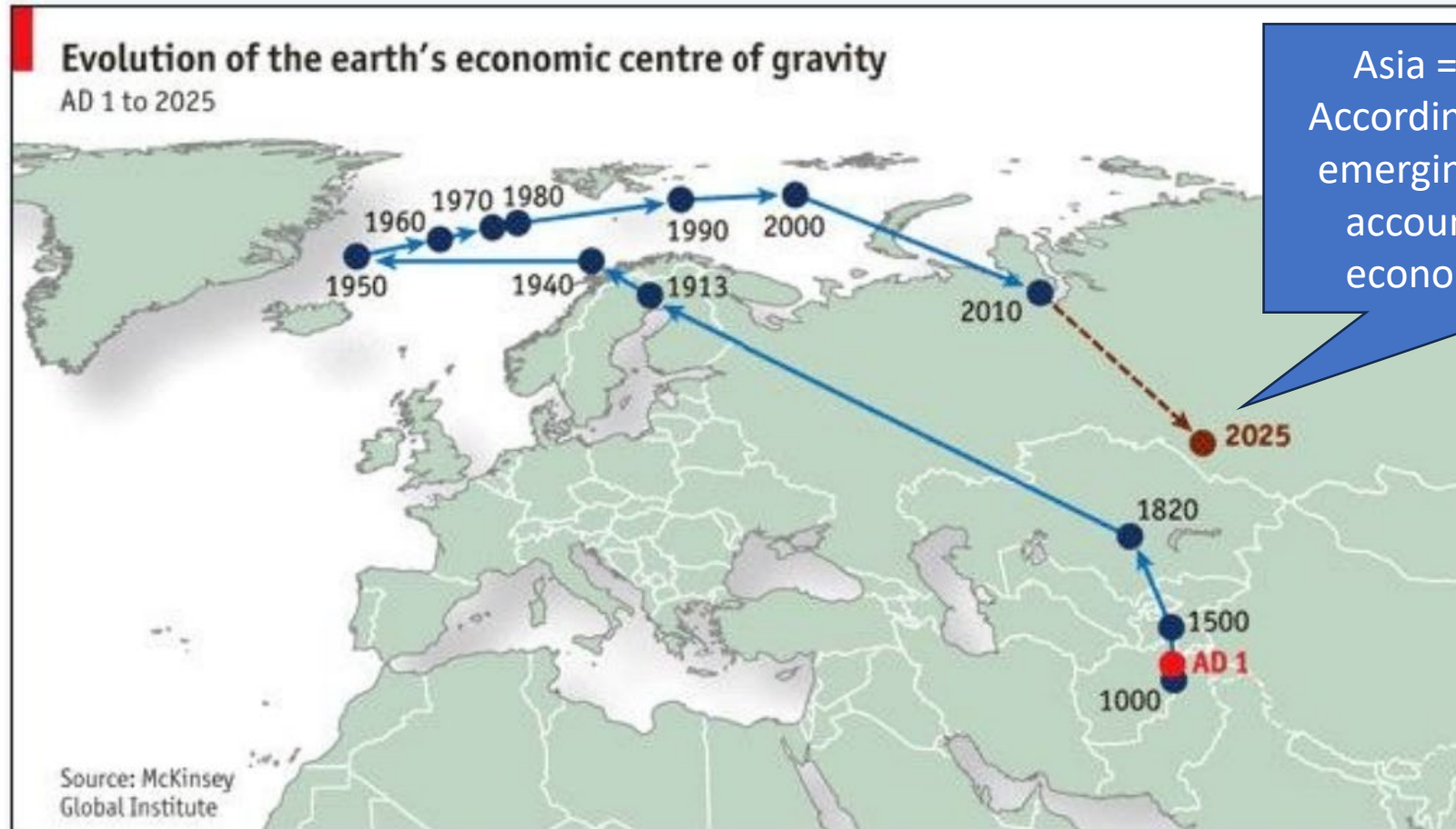
Expatriate family, lived in Singapore and Malaysia
Also spent 12 months of sabbatical in 2018 in Kuala Lumpur.

- Associate Professor, International Business
- Education
 - B.Sc. Hons. Business Management, (UoL, UK)
 - M.Sc. International Business (UoL, UK)
 - Ph.D. International Business (Mauritius)
- Expertise
 - PhD on Singapore
 - Economic development through FDI and the EMNs
 - Innovative Technology Capacity Building
 - Economics of innovation and innovation systems



Why?

The economic center of gravity is increasingly moving towards Asia



Asia = 40% of world GDP
According to OECD estimates,
emerging Asia is expected to
account for 60% of global
economic growth in 2025

Source: https://www.researchgate.net/figure/Evolution-of-the-earths-economic-centre-of-gravity-AD1-2025_fig2_344375999

Why?

Singapore is attractive to MNEs and to their employees

- *2nd best country for business*
- *2nd most expensive city in the world*
- *8th best country to expatriate*
- *2nd largest seaport in the world*
- *3rd best airport in the world*
- *3rd largest financial center in the world*
- *Excellent education system*
- *Food capital*



Why?

Malaysia is perceived as the less wealthy twin, but...

Like Singapore, it is a newly industrialized economy:

- *More than half of its exports are electronic products*
- *Produces half of the world's palm oil*
- *Led by foreign (MNCs) and local (emerging country MNCs) companies*
- *Also very attractive to expatriates*



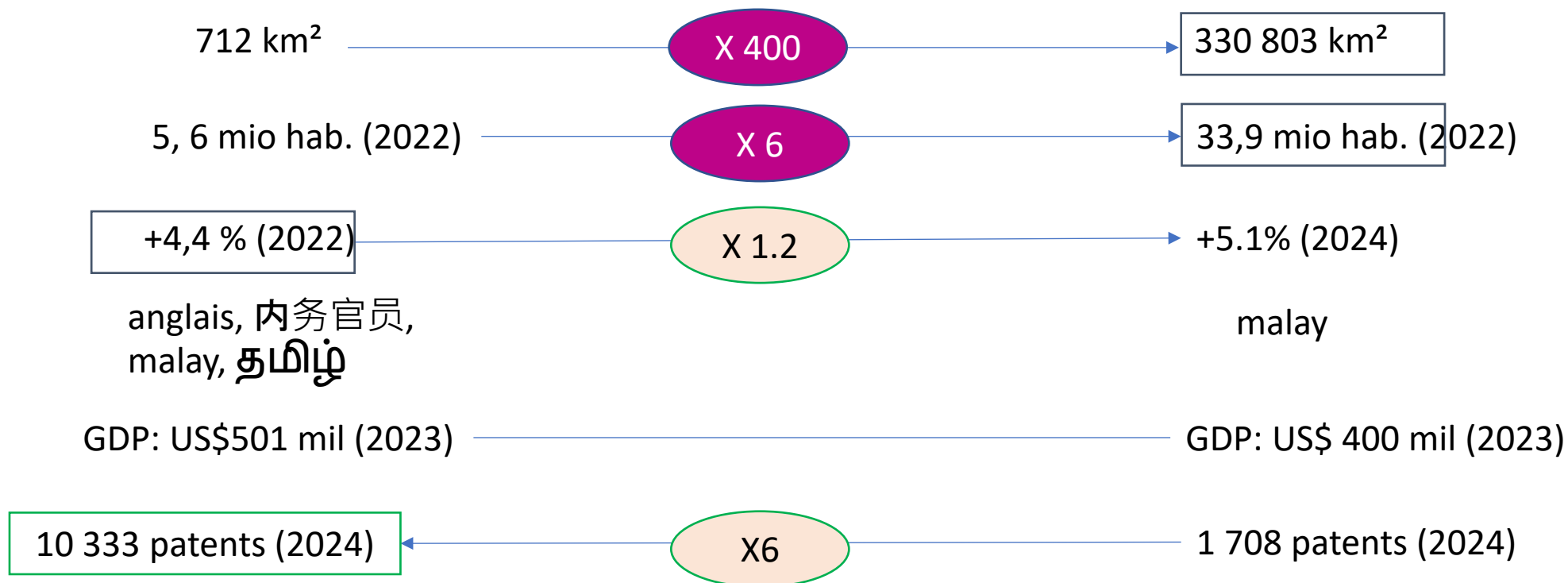


Why?

The opportunity to study neighboring countries that are nevertheless so different

Singapour

Malaisie





Theme: Why and how did Singapore and Malaysia develop differently?

SINGAPORE



pwc



SINGAPORE
BUSINESS
FEDERATION



Caisse de dépôt et placement
du Québec



Land Transport Authority

HEC-YUL



Campus International



MALAISIE



Plantation





Singapore-Malaysia:
How?
Learning through interaction

Singapore-Malaysia: How?

Appreciative Learning





Dates: July 4th to July 18th, 2026

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			June 22 <i>Latest departure from Montreal</i>		June 24 Singapore Check-in Welcome Dinner Chatterbox 7 PM	June 25 Singapore City Walking Tour 10AM 12PM
June 26 Singapore Investment Quebec 10AM CDPQ 11AM	June 27 Singapore Bolloré Logistics 10AM GSM Project 2PM Scotiabank 4PM	June 28 Singapore Land Transport Authority 10AM to 11AM Roll your own	June 29 Singapore Asian C M e	June 30 Singapore Dialog in the Dark 9 AM to 12PM Port Operations Control Centre Tour 2PM to 5 PM	July 1 Singapore Flight to KL Malaysia Airlines 12:15-13:15	July 2 Kuala Lumpur
July 3 Kuala Lumpur University Teknologi Malaysia 9.30AM MDEC 3PM Canada Day (networking event)	July 4 Kuala Lumpur Canada High Commission 10AM Sunlife 2PM	July 5 Kuala Lumpur Invest KL 10 AM Roll your own 1PM	July 6 Kuala Lumpur Sime Darby Plantation 10AM	July 7 Kuala Lumpur Kuala Gandah National Elephant Conservation Centre 10.30AM Debriefing Diner	July 8 Kuala Lumpur Check-out End of Campus	

2023 Program for information



For whom?

- BAA, MSc, DESS and Certificate students
- Passionate about / Curious about Asia
 - Wants to better understand a region on the rise
 - Wants to discover the diversity of Southeast Asia
 - Wants to observe 2 political systems in one campus
 - Considers an expatriation



Travel package

- 14 nights hotel accommodation in double occupancy
- Breakfast
- Transport Singapore/Kuala Lumpur by bus
- Charter bus for the visits of the program





Evaluation

- Participation: 20%
- Individual work: 50%
- Teamwork: 30%



Budget

Airfare and insurance	About 2000\$
Institutional participation fees	260\$
Travel costs <ul style="list-style-type: none">• Accomodation• Transport Singapore/Kuala Lumpur• Local transportation• Cultural activities• Some meals	2500-2700\$
Total	4760 - 4960 \$



Merci!
Thank you!
Terima Kasih!
謝謝!

HEC MONTRÉAL | Campus international

M E R C I

