

## National University of Singapore Business School puts digital transformation top of the class

The National University of Singapore (NUS) Business School stands today among the world's leading business schools. It is distinctive for offering the best of global business knowledge with deep Asian insights, preparing students to lead Asian businesses to international success and to help global businesses succeed in Asia. The School attracts a diversity of smart and talented students from all over the world to its broad portfolio of academic programs.

Professor Siew Heng Quah teaches the MBA programs at the School and has been providing top quality learning experiences in his core module "Corporate Strategy". In his "Leading with Strategy in Digital Firms" module, he focuses on reviewing current technological changes that affect today's business environment, demonstrating the strategic role of leaders in the digital age, and introducing frameworks and tools to identify strategic drivers for the digital economy to prepare the participants for the coming transformation of their firms.

Siew Heng invited Mitsubishi Electric's Factory Automation Digital Manufacturing Architect Hajime Sugiyama to share the company's 20+ years' experience with "e-F@ctory" Digital Manufacturing, in an online session with more than 30 students representing eight nationalities.



*More than 30 students, representing eight nationalities, joined Mitsubishi Electric's Hajime Sugiyama in his online "e-F@ctory" Digital Manufacturing session.*



*Mitsubishi Electric's Hajime Sugiyama shared key considerations and value creating tips when considering how to embark on a strategic Digital Transformation.*

It was a lively session, with Hajime sharing Mitsubishi Electric's experiences on their strategic journey in the digital age, with tips to create value, and offering key considerations when embarking on Digital Transformation, and also providing answers to the many questions the next generation leaders were seeking advice for.

Siew Heng commented, "It was enlightening for the students as Hajime shared his rich practical experience which over-shadowed conventional theories of digital transformation. Digital transformation is an imperative for all companies today. This message must be reinforced as digital transformation is a journey, not a project, and all leaders have a direct role to lead their organizations on this journey in order to be successful. Hajime's experience showed this clearly."

Kavin Mahtani, a student, added, "Hajime shared valuable nuggets on digital transformation based on real life practices, especially issues on culture and educating the organization. I enjoyed his session very much."



*National University of Singapore (NUS) Business School Professor Siew Heng Quah commented, "It was enlightening for the students as Hajime shared his rich practical experience which over-shadowed conventional theories of digital transformation."*

*-/END/-*

*Originally (initially) released in English*

### **About Mitsubishi Electric Asia Pte. Ltd**

Mitsubishi Electric Asia is a subsidiary of Mitsubishi Electric Group, a recognised world leader in manufacturing and sales of electric and electronic equipment. Since 1977, Mitsubishi Electric Asia has been offering high-performance products and services ranging from home electronics, industrial and factory automation, space systems, public utility systems and semiconductors to homes, businesses and industries in Asia Pacific.

At Mitsubishi Electric Asia, we live by our pledged commitment to change for the better with every move we make.

For more information, please visit: [www.MitsubishiElectric.com.sg](http://www.MitsubishiElectric.com.sg)

### **About Mitsubishi Electric Corporation**

With 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.” The company recorded a revenue of 4,191.4 billion yen (U.S.\$ 37.8 billion\*) in the fiscal year ended March 31, 2021.

For more information, please visit [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

*\*U.S. dollar amounts are translated from yen at the rate of ¥111=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2021.*

### **About Mitsubishi Electric Factory Automation Business Group**

Offering a vast range of automation and processing technologies, including controllers, drive products, power distribution and control products, electrical discharge machines, electron beam machines, laser processing machines, computerized numerical controllers, and industrial robots, Mitsubishi Electric helps bring higher productivity – and quality – to the factory floor. In addition, our extensive service networks around the globe provide direct communication and comprehensive support to customers.

### **About e-F@ctory**

e-F@ctory is Mitsubishi Electric's integrated concept to build reliable and flexible manufacturing systems that enable users to achieve many of their high speed, information driven manufacturing aspirations. Through its partner solution activity, the e-F@ctory Alliance, and its work with open network associations such as The CC-Link Partners Association (CLPA), users can build comprehensive solutions based on a wide ranging "best in class" principle.

In summary, e-F@ctory and the e-F@ctory Alliance enable customers to achieve integrated manufacturing but still retain the ability to choose the most optimal suppliers and solutions.

*\*e-F@ctory, iQ Platform are trademarks of Mitsubishi Electric Corporation in Japan and other countries.*

*\*Other names and brands may be claimed as the property of others.*

*\*All other trademarks are acknowledged*

For inquiries, contact us at:

<https://www.mitsubishielectric.com/fa/support/index.html>