

S'pore has its own buzz: Tharman

SINGAPORE has often been called a “nanny state”, or a “sanitised city”.

But instead on dwelling on these negatives, Singapore should create its own buzz to enhance its branding and image, said Education Minister Tharman Shanmugaratnam.

He gave the example of Zurich, which comes out tops as a city that attracts

talent despite being “boring by some accounts”.

And while Singapore has no lack of negatives in the eyes of others, Mr Tharman said it has created a buzz with its global reputation for good governance.

He added that Singapore has to keep remaking itself by redrawing what is possible in here to preserve and grow this image.