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COVER NOTE

PRACTISE THE NEW NORMS

by **Ir. Prof. Dr Leong Wai Yie**

Chairman, Standing Committee on Information & Publications

To all IEMers,

IEM has hosted its first online AGM as well as talks, seminars, meetings and conferences. The Covid-19 pandemic has transformed the lives of humans everywhere and we have had to adapt to these "new norms".

No nation is exempted from these challenges as Covid-19 has resulted in a high rate of fatalities. Our health, safety and well-being are of primary importance during this time of crisis.

Examples of the "new normal" are the wearing of masks, washing hands frequently using soap, using hand sanitiser, maintaining physical distancing etc. All these are deemed effective in helping to curb the spread of Covid-19. Hopefully, everyone will regard the pandemic as an invaluable life lesson and make personal hygiene a priority, even after the pandemic subsides.

There is also a crucial need to transform businesses to suit the current circumstances. Around the world, economies are cautiously reopening. Businesses are keeping a close eye on the here and now but are also tentatively looking ahead to what's shaping up as a great reset. Conventional and traditional businesses must change their modus operandi to ensure they are on par with modern, high-tech companies. NGOs can co-organise courses to help businesses garner information with regards to ways to digitalise businesses and maximise awareness of consumer trends.

The Editorial Board wishes everyone "Stay Safe and Healthy". Let's continue to engineer our country to greater heights! ■

