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HCMC int'l school rebranded into PSB College

The Cetana PSB Intellis International College has rebranded from Cetana Education into PSB College, as a regional expansion of the Singapore-based PSB Academy network, the college announced Monday in Ho Chi Minh City.

CEO of PSB Academy Singapore Dr. Steve Lai said the rebranding was to make it unique with PSB Academy, Singapore and to meet the increasing local demand for high-quality education.

Cetana PSB Intellis International College offers courses in business, management, marketing and other fields, and was originally established in 2003.

The screenshot shows the Thanh Nien News website interface. At the top, there is a navigation bar with links for 'ABOUT US', 'SITEMAP', 'HOME', 'VIETNAMESE EDITION', and 'SEARCH'. Below this is a large banner for 'THANHNIEN NEWS.com'. A sidebar on the left contains a menu of categories: POLITICS, BUSINESS, SOCIETY, SPORTS, ENTERTAINMENT, TRAVEL, HEALTH, WORLD / REGION, SPECIAL REPORT, COMMENTARIES, COMMUNITY, and EDITORIAL. The main content area features a 'Hot News' section with the article 'HCMC int'l school rebranded into PSB College'. The article includes a sub-header 'The Cetana PSB Intellis International College has rebranded from Cetana Education into PSB College, as a regional expansion of the Singapore-based PSB Academy network, the college announced Monday in Ho Chi Minh City.' and a photo of a press conference. Below the photo, the article text states: 'CEO of PSB Academy Singapore Dr. Steve Lai said the rebranding was to make it unique with PSB Academy, Singapore and to meet the increasing local demand for high-quality education. PSB Academy, Singapore will provide the college with extra curriculum and resources such as teaching materials and lecturers, the briefing heard. In the next five years, PSB College plans to build a six-hectare campus in the city's Nha Be District, PSB College general director Vinodh Coomaraswamy said. Cetana PSB Intellis International College offers courses in business, management, marketing and other fields, and was originally established in 2003. PSB Academy, founded by the Singaporean government in 1964, has trained 50,000 students in the Asia Pacific region. In December last year, the academy announced a 2009 scholarship program worth 1 million Singapore dollars (US\$680,000) for Vietnamese students.' The article is reported by Tuong Nhi. At the bottom of the page, there are links for 'CONTACT US', 'VN INDEX', 'EXCHANGE RATES', 'WEBSITE COMMUNIST PARTY OF VIETNAM', and 'SUBSCRIBE'.