



Institute of Technical Education



Suntec
S I N G A P O R E
International Convention &
Exhibition Centre

GROWING TOURISM & MICE INDUSTRY WELCOMES NEW PARTNERSHIP BETWEEN ITE AND SUNTEC SINGAPORE

Mega exhibitions, conventions, company dinners and business meetings – there is no doubt with the sizzling growth of the tourism and MICE industry, that Singapore needs more capable and professional service staff to ensure that events run smoothly. This is especially important at a time where 2010 tourism receipts increased nearly 50 per cent year-on-year, and 2010 MICE event attendance went up by 15 to 20 per cent (*The Business Times*, 11 February 2011).

2 To ensure a steady stream of well-trained talents in this growing industry, Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore), has signed a Memorandum of Understanding (MOU) with the Institute of Technical Education (ITE) on **18 February 2011 at 10:45 am at ITE College West, 1 Choa Chu Kang Grove**. The MOU aims to offer training, scholarships and employment opportunities to ITE students who are pursuing certification in the areas of Hospitality, Tourism, & Service Skills.

3 In line with its goal to engage students in authentic learning, ITE will tap on one of Asia's leading venues' expertise to develop the skills and abilities of ITE students through hands-on learning, grounded on industry experience. Through Suntec Singapore's expertise in convention and exhibition services, ITE students will be able to acquire the latest operational skills and knowledge in the fields of Hospitality and Tourism.

4 The key components of the MOU include opportunities for student work attachments, scholarships for ITE students enrolled in Hospitality and Tourism courses and a preparatory training programme conducted jointly by ITE and Suntec Singapore, to support specific events at the Convention & Exhibition Centre.

5 As part of the collaboration, ITE will also conduct training for Suntec Singapore's employees using ITE's *iDe'Lite* - a pedagogy developed by ITE to train service staff using videos for instruction and feedback.

6 "We are proud to be one of ITE's partners to offer hands-on training. This collaboration is mutually beneficial as students and employees will have the

opportunity to enhance their skills at different levels while concurrently gaining experience. ITE is a well-regarded institution and a key developer of occupational skills. The time is right to embark on this partnership that will benefit our organisations as well as Singapore's dynamic tourism industry," said Mr Pieter Idenburg, Chief Executive Officer of Suntec Singapore.

7 Mr Bruce Poh, Director & CEO, ITE, said: "As a leader in technical education, we need to foster partnerships and train with leading companies for the benefit of both our students and local industries. This MOU does just that – it reaffirms Suntec Singapore and ITE's mutual vision of building a professional pool of skilled talents to meet Singapore's hospitality industry needs."

8 The MOU provides a framework for future collaboration between the two organisations in the diverse areas of Hospitality, Tourism and Business Services in preparation for new demands in Singapore's growing MICE tourism industries.

9 Suntec Singapore, an industry leader and an iconic name synonymous to the meetings, incentives, conventions and exhibitions industry since 1995, hosts an average of 1,400 events annually. Lauded by industry veterans as a venue that offers memorable and world-class service, the venue prides itself on service attributes such as attention to detail, flexibility and pro-activeness of its employees. The venue's biggest pride is its brand ambassadors, who fervently share and bring to life the true meaning of passion and service excellence. Suntec Singapore is also a WSQ-accredited training organisation.

10 In 2010, the venue recorded an impressive year – posting a healthy 9% growth in the number of events it hosted over 2009 and welcoming 6.8 million visitors and guests.

11 For further information, interview opportunities and photographs, please contact:

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About ITE

The **Institute of Technical Education (ITE)**, Singapore, was established as a post-secondary education institution in 1992 under the Ministry of Education. ITE is a principal provider of career and technical education and principal authority in developing national occupational skills certification and standards to enhance Singapore's workforce competitiveness. Under its "**One ITE System, Three Colleges**" Model of Education, ITE governs three Colleges, comprising **ITE College Central, ITE College East and ITE College West.**

About Suntec Singapore

Suntec Singapore is a world-class venue located at the heart of Asia's most integrated meetings, conventions and exhibitions hub. With 100,000sqm of versatile floor space over six levels, this award-winning facility can cater to events from 10 to 20,000 persons. In addition, Suntec Singapore - Asia's Convention City offers direct access to 5,200 hotel rooms, 1,000 retail outlets, 300 restaurants, 6 museums and the region's newest centre for the performing arts, Esplanade - Theatres on the Bay. While only 20 minutes from Changi International Airport, Suntec Singapore is conveniently located adjacent to the Central Business District and just minutes from the city's entertainment and cultural attractions.