

ITE 06/18/01

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ITE Lecturers and Students to Benefit from the L'ORÉAL Brand of Technology and Expertise

Globally-recognised Joint Certificate is among perks of the strategic partnership

Students of the new *Nitec* in Hair Fashion and Design course from ITE College East will have the opportunity to pick up the latest trends and skills in hair fashion, styling and colour during their two-year stint in ITE. They will be given industry certificates and sponsored awards — thanks to a Memorandum of Understanding between ITE and L'Oréal Singapore, which will be inked in a special event on **Wednesday, 27 February 2008** at **ITE College East** at **10:30 am**.

2 L'Oréal, one of the leading cosmetics and beauty company, is a leading authority in the professional hair industry.

3 The **Signing of a three-year Partnership** between ITE and L'Oréal Singapore will be officiated by Mr Jean-Marie Demange, Minister-Counsellor, Head of the Economic Department for Asean Countries, French Embassy. The event will also incorporate the **Official Opening of the Hair Design Training Centre** and a **Hair Show** — the **L'Oréal Professionel Spring/Summer Collection 2008 Extravaganza** — that showcases the creative works of the ITE Lecturers and L'Oréal Professional ID artists using this season's L'Oréal Professionnel colours which have been inspired by the spectacle and exuberance of street carnivals and theatrical traditions.

4 ITE's *Nitec* in Hair Fashion and Design course enrolled its pioneer batch of participants among GCE 'N' school leavers in January this year. Some 270 school leavers had applied for the 40 places that were available. The April intake for GCE 'O' school leavers was equally overwhelming.

Strong Alliance with Global Industry Leaders

5 Not only will ITE lecturers and students benefit from the transfer of the L'Oréal technology and expertise through training collaterals, seminars, workshops and job attachments, students can also expect to graduate from the course with an internationally-recognised industry certificate. L'Oréal-sponsored product awards worth between \$300 to \$1000 await the outstanding students of each cohort.

6 Mr Bruce Poh, Director and Chief Executive Officer of ITE, said: "Through this ITE-L'Oréal partnership, ITE lecturers will also gain first-hand information from L'Oréal on the latest hair trends and developments in industry. Likewise, students will also be kept up-to-date on the latest hair trends, products, equipment and techniques. We hope that this collaboration will help ITE develop a new generation of hair designers to meet the increasingly more sophisticated demands of consumers and the professional hair services industry in Singapore."

7 Commenting on the partnership, Mr. Jean-François Couvé, Managing Director, L'Oréal Singapore and Malaysia said: "L'Oréal is firmly committed to promoting local talents and inspiring youths, delivering the best professional hair course to students in Singapore through this exclusive collaboration with ITE. Our long term vision is to cultivate the hair *designers* of the future who will satisfy increasingly sophisticated demands of consumers and continuously innovate the hair industry."

Invitation to Media

8 The media is invited to attend and cover the Signing of Partnership, Hair Show Extravaganza and Official Opening of the Hair Design Training Centre. The programme and location map of ITE College East are indicated at **Annexes A and B** respectively.

9 For further information and arrangements on media interviews and photography, please contact Ms Hajjiah Koming, Head/Communications (Colleges), on tel: 6772 0804, or email at hajjiah_koming@ite.edu.sg or Ms Carolyn Giang, Corporate Communications Manager, L'Oréal Singapore on tel: 6233 0241, mobile number 9128 0921 or email at cgiang@sg.loreal.com.

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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**.

The **L'Oréal group** has 100 years of experience in the beauty industry, with diverse yet complementary portfolio of 19 international brands sold in 130 countries. L'Oréal is also the cosmetics industry's largest investor in research with a hi-tech industrial approach that guarantees innovative, high-value-added products. The company reported consolidated sales of €17.1 billion euros (S\$35.53 billion) in 2007 and has a global workforce of over 60,000 employees. Today, L'Oréal's international brands include L'Oréal Paris, Garnier, Maybelline New York, Laboratoires Vichy, La Roche-Posay, L'Oréal Professionnel, Kérastase, Redken, Matrix, Lancôme, Biotherm, Kiehl's, shu uemura, Helena Rubinstein, as well as Cacharel, Diesel, Giorgio Armani and Ralph Lauren perfumes and The Body Shop, which are available in Singapore. For more information, please visit www.loreal.com.sg

**SIGNING OF PARTNERSHIP BETWEEN INSTITUTE OF TECHNICAL
EDUCATION & L'ORÉAL SINGAPORE PTE LTD**

27 February 2008

ITE College East

PROGRAMME

1015 hours	Arrival of Guests
1025 hours	Arrival of Guest-of-Honour Mr. Jean-Marie Demange Minister – Counsellor, Head of the Economic Department for Asean Countries, French Embassy
1030 hours	Welcome Address by Mr Bruce Poh Geok Huat Director & CEO, Institute of Technical Education Speech by Jean-François Couvé Managing Director, L'Oréal Singapore and Malaysia Signing of Memorandum of Understanding
1100 hours	L'Oréal Professional Spring/Summer Collection 2008 Extravaganza
1145 hours	Opening of Hair Design Training Centre and Tour of Centre
1200 hours	Media Q & A
1230 hours	Reception

**Location Map of ITE College East
10 Simei Avenue, Spore 486047**

