

**WELCOME ADDRESS BY DR RICKY TAM, PRINCIPAL, ITE COLLEGE EAST, AT THE SIGNING OF MEMORANDUM OF UNDERSTANDING BETWEEN ITE AND L'ORÉAL SINGAPORE, ON WEDNESDAY 27 FEBRUARY 2008, AT 1030 HOURS, ITE COLLEGE EAST AUDITORIUM**

Mr Jean-Marie Demange, Minister-Counsellor, Head of the Economic Department for Asean Countries, French Embassy

Mr Bruce Poh, Director & Chief Executive Officer, ITE

Mr Jean-François Couvé, Managing Director, L'Oréal Singapore and Malaysia

Distinguished Guests

Staff and students of ITE

Ladies and Gentlemen

**Introduction**

- 1 Good morning. We are happy to welcome you to witness another fruitful partnership with a globally-renowned multi-national corporation. For our overseas guests who have specially flown in for this occasion, we extend a warm welcome to you.
- 2 Today's event is very different from our other industry partnership events, where we normally talk about hardware and/or software. Today, we will

talk about something more interesting, something which affects all of us directly or indirectly – our crowning glory – hair and hair fashion. We are therefore pleased that we are able to forge a three-year partnership with **L'Oréal Singapore**, to provide a market-relevant education, for students of our new **Nitec in Hair Fashion & Design** course. L'Oréal, as we know, is more than just a global brand – it is a world leader in the hair fashion, beauty and cosmetics industry.

### **Good Response to New Nitec in Hair Fashion & Design Course**

- 3 With rising affluence, the hair fashion industry in Singapore is thriving and growing at a rapid pace. There is demand for better-qualified and professionally-trained specialists. With the hairdressing profession being increasingly associated with the fashion and beauty industry, it has also become a career of choice for an increasing number of young people.
- 4 When we launched our new two-year full-time *Nitec* in Hair Fashion & Design course early this year, there was overwhelming response. It was the **first choice** for more than **410** secondary school leavers from the General Certificate in Education (Normal) and (Ordinary) Levels, who competed for **80 places** offered in January and April. This makes it one of the most popular courses in ITE.

### **Strategic Partnership with L'Oréal Singapore**

- 5 Today, we are living in a fashion-conscious world. It is therefore important that our Hair Fashion & Design students keep abreast of the latest trends and new developments and technologies in the hair fashion industry.
- 6 Under our three-year collaboration with L'Oréal, it will provide specialised training to ITE lecturers on a regular basis, to update them on hair products

and techniques. L'Oréal will also provide training support, syllabus know-how and training collaterals to ITE for the conduct of specialised L'Oréal Modules as Electives for students in the Hair Fashion & Design course. Students who successfully complete these electives will be issued **Joint ITE-L'Oréal Certificates**, which are recognised internationally.

- 7 We understand that the *L'Oréal Professionnel* Brand for hair is the only one in Singapore that creates seasonal hair collections in consultation with trend agencies.

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 be kept up-to-date on the latest hair trends, products, equipment and techniques.

- 8 This collaboration will enable ITE to develop a new generation of hair designers to meet the increasingly more sophisticated demands of consumers and the professional hair services industry in Singapore.

### **ITE's New Hair Design Training Centre**

- 9 Later this morning, we will witness the **Official Opening of the Hair Design Training Centre**, which is specially set up to provide practical experience for the *Nitec* in Hair Fashion & Design students, using the latest in market equipment and products.
- 10 The Training Centre, with a total floor area of 450 sq metres, comprises three **Training Studios**, namely, ***Haircutting and Styling Studio***, ***Chemical Treatment Studio and Hair Wash Studio***. It is fully equipped with the latest audio-visual technology to facilitate the teaching and learning

of practical skills in shampoo and blow dry, hair treatments, styling, hair cutting, hair colouring and perming.

- 11 The Hair Design Training Centre is well-equipped with the latest in salon accessories, products, visuals and merchandising fixtures from L'Oréal. This would enhance students' acquisition of learning and knowledge in an authentic learning environment.

### **Conclusion**

- 12 In conclusion, allow me this opportunity to thank L'Oréal Singapore for the transfer of technology and expertise, consultancy services, and strong support towards this collaboration. We value this partnership and look forward to working closely with L'Oréal Singapore, to provide the best in teaching and learning for our students in the Hair Fashion and Design course.
- 13 Thank you. *Merci beaucoup.*