

**Information Embargoed Until
Delivery of Speech on 27 March 2008**



Institute of Technical Education



**INSTITUT
PAUL
BOCUSE** École de Management
Hôtellerie
Restauration
& Arts Culinaires

**ITE - FIRST EDUCATION INSTITUTION ACCEPTED INTO PRESTIGIOUS
FRENCH GLOBAL CULINARY NETWORK IN SOUTHEAST ASIA**

The Institute of Technical Education (ITE) has been selected as the first and only education institution in Southeast Asia to join **Institut Paul Bocuse (IPB) Worldwide Alliance** - an exclusive grouping of the world's ten finest institutions in hospitality and restaurant management.

2 In a ceremony to be held on **Thursday, 27 March 2008**, at **ITE College West (Clementi Campus)**, at **1500 hours**, the two institutions will ink the IPB Worldwide Alliance Agreement.

3 IPB is a world-renowned culinary and hospitality institution in Lyon, France, which produces some of the world's finest chefs in French cuisine. IPB is also the first private culinary school in France to partner a public French university - University Lyon 3 - to offer Bachelor's and Masters' Degree courses in Hotel and Restaurant Management.

4 ITE has been selected as IPB's 10th Alliance member over other training institutions in Southeast Asia for its potential in development of training programmes for industry chefs and professionals in the region. Both organisations also share a common education philosophy.

5 The Alliance was made possible by a Memorandum of Understanding signed between the two organisations in February 2008. Besides paving the way for ITE's Alliance membership, the MOU also spells out five broad areas of collaboration which encompass collaboration on staff capability development, student exchange and attachment; curriculum development, delivery and academic articulation, and joint organisation of courses and events.

6 Said Mr Bruce Poh, Director & CEO/ITE : "The inking of the **Worldwide Alliance Agreement** will provide for collaborations on international student exchange, faculty capability development, curriculum development and academic articulation. Selected ITE graduates can look forward to the annual 16-week international programme held in the Institute's campus in Lyon, France. ITE is proud to have the world-renowned Institut Paul Bocuse as a strategic partner in the area of French culinary arts and hospitality training."

7 Mr Paul Bocuse, founder and Honorary President of Institut Paul Bocuse said: Our metiers are among the most wonderful metiers in the world. They combine tradition and modernity, and are concerned with humanity and technology, creativity and rigor. They offer immense opportunities for careers in every country throughout the world. To be successful, we need to be generous and loving. We need to thrive on giving pleasure to others and, above all, our professionalism must be exemplary. These are the common values that, year after year, we must affirm and develop and which will create long and lasting bonds between ITE, Singapore and the Institut Paul Bocuse in Ecully. This partnership between our two schools, as far away in distance as we may be, is not an ordinary one. It is exceptional. Its spirit and its dynamic must permit the students who participate in our programs to be among the best."

Invitation to Media on 27 March 08

8 Members of the media are invited to attend and cover the Signing Ceremony. A **Media Briefing** will be conducted at **1.45 pm** on **27 Mar 08**, at the Pastry & Baking Demonstration Kitchen, Level 1, ITE College West (Clementi Campus).

9 After the Signing Ceremony, members of the Media are invited to join in a tour of facilities. The Fact Sheet on Institut Paul Bocuse (IPB) and Ceremony Programme & Location Map are attached at **Annexes A, B and C** respectively.

10 For confirmation on attendance and arrangements for interviews and photography, please contact:

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Released on: 26 March 2008

Institute of Technical Education

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**.

Institut Paul Bocuse

The **Institut Paul Bocuse (IPB)**, France, was established in 1990 following the desire of the Ministry of Culture to **promote the French *savoir faire* and the recognition of technical education**. In line with this mission, IPB offers hospitality and culinary arts training to an international public. IPB is dedicated to combining tradition and modernity and advocates mutual sharing and learning. It is the first private culinary institution in France to partner a public university.

FACTSHEET**INSTITUT PAUL BOCUSE**

The Institut Paul Bocuse (IPB) is a hospitality and culinary institution established by renowned French chef, Paul Bocuse, its Honorary President, and Gerard Pelisson, President of the Institute and co-founder of the Accor Group, in 1990. Housed in a 19th century castle and an attached modern building in the outskirts of Lyon, IPB recruits about 300 students of 42 nationalities per year. IPB aims to encourage cross-experience learning by sharing the French heritage of hospitality and culinary arts and promoting a unique blend of tradition and modernity for the profession. IPB is the first culinary school to partner a public French university (University Lyon 3) to offer Bachelor and Master Degree courses in Hotel and Restaurant Management. IPB also offers a 3-year Higher Diploma course in Culinary Arts or Restaurant Management, leading to an Associated Degree after a six-month attachment. IPB hotel management students get to put their knowledge and talents to practise in its four-star 80-bedded boutique hotel *Le Royal* in Lyon.

Institut Paul Bocuse Worldwide Alliance

In 2005, the Institut Paul Bocuse created the **Institut Paul Bocuse Worldwide Alliance** to bring together the world's finest institutions in hospitality and restaurant management. Only institutions which meet stringent criteria attesting to the provision of quality training, and sharing the same educational philosophy, objectives and dedication are admitted to the Alliance. Each institution selects its best students to undertake a four-month intensive training course at the Institut Paul Bocuse in subjects such as cuisine, the *arts de la table*, restaurant management and others. This specific programme is validated via examinations carried out by the Institut Paul Bocuse which count towards the credits obtained by students in the home universities. Throughout the year, various professorial

exchanges take place between the partners. The fourth intake for the Institut Paul Bocuse Worldwide Alliance will be in May 2008.

On 27 March 2008, ITE will join the ranks of the other nine members of the Institut Paul Bocuse Worldwide Alliance, namely:

- Universidade Anhembi Morumbi (Sao Paulo, Brazil)
- Universidade Univali (Itajaí ,Brazil)
- George Brown The Toronto City College (Toronto, Canada)
- Hyogo NCC College (Hyogo, Japan)
- Kaohsiung Hospitality College (Kaohsiung, Taiwan)
- Universidad San Ignacio de Loyola (Lima, Peru)
- The Chef John Folse Culinary Institute, Nicholls State University (Louisiana, United States)
- Le Monde Institute (Athens, Greece)
- Haaga-Helia University (Helsinki, Finland)

**WORLDWIDE ALLIANCE AGREEMENT SIGNING CEREMONY
BETWEEN**

**INSTITUTE OF TECHNICAL EDUCATION
AND
INSTITUT PAUL BOCUSE**

**THU 27 MAR 2008
1500 HOURS**

**ITE COLLEGE WEST (CLEMENTI CAMPUS)
F&B RESOURCE CENTRE
6 LEMPENG DRIVE**

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| 2.45 pm | Guests to be seated |
| 3.00 pm | Arrival of Special Guest Mr Jean-Marie Demange Minister-Counsellor, Embassy of France in Singapore |
| | Welcome Address by Dr Yek Tiew Ming Principal, ITE College West |
| | Speech by Ms Eléonore Vial Dean and Director of Development Institut Paul Bocuse |
| | Speech by Mr Bruce Poh Director and Chief Executive Officer Institute of Technical Education |
| | Screening of Animated Clip on the New ITE College West |
| | Signing of Institut Paul Bocuse Worldwide Alliance Agreement |
| | “Be Our Guest” - Performance by ITE’s Centre of Music and the Arts |
| | Demonstrations by Chefs |
| | Reception |
| 4.30 pm | End of Programme |