

**SPEECH BY MR BRUCE POH, DIRECTOR & CEO/ITE, AT THE SIGNING CEREMONY FOR THE INSTITUT PAUL BOCUSE WORLDWIDE ALLIANCE ON THU 27 MAR 2008, 1500 HOURS, AT THE FOOD AND BEVERAGE RESOURCE ROOM, ITE COLLEGE WEST (CLEMENTI CAMPUS)**

Bonjour

Monsieur Jean-Marie Demange, Minister-Counsellor, Embassy of France in Singapore

Madame Eléonore Vial, Dean and Director of Development, Institut Paul Bocuse

Distinguished Guests, Ladies and Gentlemen

**I INTRODUCTION**

1 *Je suis ravi de votre présence cet après-midi et je vous souhaite la bienvenue à tous. [Excuse me for my indulgence with my elementary French.]*

2 It is my pleasure to see members of industry and government here this afternoon to witness a significant milestone for the hospitality services industry in Singapore, and for ITE.

3 Brand names like Carrefour, Danone, L'Oréal, Louis Vuitton, Michelin and Renault are established French brand names here in Singapore. Today, we are proud to add another to this list – L'**Institut Paul Bocuse (or IPB for short)** – an esteemed French culinary brand name from Lyon. Indeed, we are honoured that ITE Singapore will join the ranks of internationally-renowned culinary and hospitality institutions, to become the **First and Only** Southeast Asian member of the exclusive **Institut Paul Bocuse Worldwide Alliance**, with exclusive membership for only 10 worldwide members.

## **II GLOBAL PARTNERSHIP FOR GLOBAL LEADERS**

4 ITE's vision is "*To be a Global Leader in Technical Education*". To achieve that, we know we must learn from those whose standards are benchmarked against the best-in-class in specific domains, so that when our students graduate, their skills are not only industry relevant, but globally recognised.

5 And so, over the last few years, ITE has developed strong partnerships in various fields. In info-communication technology for example, we have partnered industry leaders like IBM, Microsoft, Sun-Microsystems and soon to be signed MOU with Hewlett-Packard. In Interactive Digital Media, we collaborate with Toon Boom of Canada, the creator of the Simpsons and SpongeBob SquarePants. In healthcare simulation, we collaborate with Medical Education Technology Inc (METI), a renowned provider of medical education technologies in the United States. In hair design and fashion, we signed a Memorandum of Understanding last month with another French partner - L'Oréal.

6 In French culinary arts, we recognise Institut Paul Bocuse as the best-in-class. Its brand name is synonymous with excellence in French cuisine. Our new partnership could not have come at a more opportune time. Last month, ITE unveiled the Architectural Design of the new ITE College West, which will be built at Choa Chu Kang by 2010. [*We will see the model and the animation clip of the campus later.*] Positioned as *A College of Excellence for Service Quality*, the niche of ITE College West will be in culinary and hospitality services education and training. The new College will simulate the environment of the hospitality industry, with commercial outlets and real-work scenarios for hospitality training. Hospitality training facilities, such as a 22-room hotel, Convention Centre, four kitchens, five restaurants, and even a wine cellar, will form part of the integrated hospitality learning hub for students. I must say that the addition of the wine cellar was inspired by our visit to IPB.

7 A Memorandum of Understanding signed with IPB last month and the Alliance Membership Agreement to be signed later will be a strategic partnership in moving ITE forward to meet the dynamic challenges of the hospitality industry in Singapore and worldwide.

8 Through the **MOU**, ITE will be capitalising on the French institution's expertise for the curriculum review and design of our culinary programmes, as well as the conceptualisation of the new Hospitality Services facilities at the new ITE College West campus. The two institutions will also embark on the development of joint training programmes for the capability development of professional chefs in industry, as well as cooperate on academic articulation to open new progression paths for ITE graduates.

9 The inking of the **Worldwide Alliance Agreement** will also 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.

### **III PARTNERS WITH COMMON EDUCATIONAL PHILOSOPHY**

10 ITE and IPB share a common educational philosophy and pedagogical objectives.

11 We believe strongly in a "*Hands-on, Minds-on and Hearts-on*" approach to learning, where "thinking-hands" are coupled with global orientation, entrepreneurship and real work, to develop the holistic capabilities of our students. The IPB shares similar principles – learning in a real environment, encouraging the enterprising spirit, as well as developing the whole person.

12 We are therefore glad to have partnered a kindred organisation that shares our belief and passion for student development and excellence in a culture of enterprise and care.

### **Conclusion**

13 The ITE-IPB partnership holds tremendous potential in the development of skills and manpower in culinary and hospitality services. It will enhance the value proposition of both IPB and ITE as leading global education institutions. I look forward to a successful partnership.

14 *[Let me conclude with a little French again. Collaborations are like wine tasting. The first sip has been exquisite. I am confident that like wine, our partnership will be even better as it matures with tender loving care.] Les collaborations sont comme la dégustation du vin. La première gorgée de la nôtre a été exquise. J'ai confiance, comme pour le vin, que notre partenariat avec l'Institut Paul Bocuse n'en sera que meilleur encore grâce à une maturation soigneusement entretenue.*

*Merci Beaucoup.* Thank You.