

**SPEECH BY MR BRUCE POH, DIRECTOR & CEO/ITE AT MOU SIGNING CEREMONY BETWEEN ITE AND SINGAPORE GP PRIVATE LIMITED ON TUESDAY 21 APRIL 2009 AT 1030 HOURS AT ITE COLLEGE CENTRAL (BISHAN CAMPUS), 21 BISHAN ST 14**

Mr Zainudin Nordin  
Mayor  
Central Singapore CDC and  
MP for Bishan-Toa Payoh GRC

Mr Michael Roche  
Executive Director  
Singapore GP Private Limited

Friends from Singapore GP and colleagues

Members of the Media

Ladies and Gentlemen

**Introduction**

- 1 Good morning and a warm welcome to ITE.
- 2 It is my pleasure to be here this morning to sign the Memorandum of Understanding (MOU), to formalise our collaboration with Singapore GP Private Limited, race promoter for the FORMULA ONE SingTel Singapore Grand Prix.

**Experiencing a Mega World Event**

- 3 I am sure many of us still have vivid memories of the inaugural FORMULA ONE Grand Prix in Singapore, which took place in the heart of the city in September last year. I understand there were over 100,000 spectators at the race, and millions of others watching the heart-pounding act live from their homes from all over the world. Many remember it as a milestone event for Singapore – being the world’s first night race in Formula One, as well as

Asia's first Formula One street race with top drivers like Fernando Alonso, Nico Rosberg and Lewis Hamilton racing neck-to-neck. It was an eventful one too. Even for those of us who only managed to catch the race on television, we held our breaths when we saw Felipe Massa speeding out of the pits with his car's fuel nozzle still attached, and the re-fuelling mechanic flipping behind. The race was the talk of town, and I could certainly sense the excitement looking at the television news footage and colourful pictures splashed across the newspapers.

- 4 I am glad that ITE students had the privilege of being a part of the history, too. Last year, SGP engaged some 50 students from our School of Business and Services, who were deployed at the race. Among other roles, these students welcomed the patrons, managed the crowds and directed corporate guests to the various locations within the venue. They learned how to interact with corporate guests, tourists and the man-in-the-street. They had the rare opportunity of seeing up close how a mega world event is being managed. Through their participation, the students had gained invaluable experiences and insights.
- 5 Some of these students whom I met shared that they had enjoyed their role tremendously, and that they could not wait for the next race to begin. I am pleased with the kind of excitement that this partnership is generating for our students.

### **Mutual Benefits for ITE and SGP**

- 6 Today's signing of the Memorandum of Understanding marks a significant step forward in strengthening the ties between SGP and ITE. This four-year collaboration provides enhanced real-world learning opportunities for ITE students in the areas of events management, customer service, tourism and hospitality operations in connection with the hosting of Formula One race by Singapore in the next four years.

- 7 The partnership also facilitates the sharing and transfer of expertise and resources between SGP, a dynamic industry player who had impressed the world with its excellent capabilities to organise the world's first night race, and ITE, recognised globally for its excellence in technical education and pedagogic innovation. It is our hope that this partnership will not only inject more buzz and youth energy to the race, it will also serve as an impetus to further improve the quality and standards of service personnel in Singapore. I am pleased to share that some **1,000 students** will be deployed at the F1 event this year, and they will be undergoing training by SGP.
- 8 I would also like to place on record, our appreciation to SGP for agreeing to sponsor the **Course Medals** for ITE's top graduands from the *Higher Nitec* in Business Studies (Event Management) for the next three years. This generous gesture will go a long way in recognising the potential and achievements of our students, and spur them for greater success in their further education and career.
- 9 The MOU today reflects ITE's commitment in forging strong strategic partnerships with industry leaders. We are, indeed, honoured to collaborate with SGP, and we look forward to many more meaningful and enriching projects in the near future. I am confident that the synergies from our mutual cooperation will enable us to respond to the rapid changes in skills and technology taking place in an ever-evolving society and industry.

## **Conclusion**

- 10 In conclusion, I would like to thank our Guest-of-Honour, Mr Zainudin Nordin, for the time taken to officiate at this occasion. I would also like to thank Mr Michael Roche for leading in this partnership, as well as his support towards our students' development.
- 11 Last, but not least, my appreciation to all the staff of SGP and ITE for the effort and commitment to make this collaboration a reality. Like an

excellent team behind a champion driver and his driving machine, you make things happen.

Thank you.