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SPEECH BY DR YEK TIEW MING, PRINCIPAL/ITE COLLEGE WEST AT THE SIGNING OF THE MEMORANDUM OF UNDERSTANDING WITH ADOBE SYSTEMS SINGAPORE PTE LTD ON THURSDAY 17 DECEMBER 2009 AT 10:00 AM AT BOARD ROOM, LEVEL 9, ITE HEADQUARTERS

Mr Ashley Wearne
Managing Director, South East Asia - Adobe Systems, Incorporated

Friends from Adobe Systems

ITE Colleagues

Ladies and Gentlemen

Introduction

Good morning and welcome to ITE.

- 2 It is my pleasure to join you this morning to witness the signing of a Memorandum of Understanding between ITE and Adobe Systems.

- 3 This is ITE's second collaboration with Adobe Systems. Our first partnership was sealed on 27 September 2006 in ITE College West (Dover Campus). Coming to three years working with Adobe Systems, we have trained some 800 students from the School of Electronics and Info-Comm Technology in multimedia and software skills. These are highly-in-demand skills in the industry. Today's MOU Signing marks our renewed partnership with Adobe Systems. Together, we aim to groom talents for Singapore and the region.

The New Deliverables

- 4 In this renewed partnership, we strive for greater heights with TWO new entries. Firstly, the experiential "ITE-Adobe Multimedia Resource Centre", and

secondly, the “ITE-Adobe Advertising Agency Concept Centre”. These Centres will be set up and managed by ITE. With these, ITE students will be able to experience a real-life multimedia project development and advertising agency environment. Adobe Systems will provide related marketing materials, reference books, newsletters and other reading materials to ITE in the two facilities. Adobe Systems will also conduct training for ITE staff and students, as well as Adobe’s partners and customers in the two facilities.

- 5 The core of ITE business is in the Total Staff Capabilities system. It is about developing our staff and subsequently, students’ total capabilities. With this MOU, ITE staff will be trained to achieve expert and professional levels via Adobe Certified Experts programme. ITE staff will gain a global exposure by participating in Worldwide Adobe Training Provider Summit and similar events.
- 6 For our ITE students, the Adobe Certified Associate programme will give them extra credentials on top of their ITE certifications. The more outstanding ones will be selected and sponsored by Adobe Systems to achieve industry certifications in the three areas of web, rich media and visual communication technologies.

Conclusion

- 7 In conclusion, on behalf of ITE, let me thank Mr Ashley and Adobe Systems for this renewed partnership, and for your continuing support towards ITE and technical education in Singapore. With our staff’s strong commitment and the extensive knowledge and expertise from the industry leader in the field, I am confident that this collaboration will serve its purpose well, and will thus benefit the industry, our staff, as well as our students.
- 8 Thank you.