

PRESS RELEASE

Tuesday, 9 Feb 2010

ITE AND BONCAFÉ BLEND TO PRODUCE TALENTS IN COFFEE-MAKING

ITE- Boncafé Barista Training Centre, the first of its kind in Singapore, will take pride of place in the new ITE College West Campus at Choa Chu Kang Grove

Singapore, 9 February 2010 - The Institute of Technical Education (ITE) and Boncafé International Pte Ltd signed a Memorandum of Understanding (MOU) on Tuesday, 9 February 2010, that kickstarts a five-year collaboration to develop talents for the food and beverage industry, specifically in the art of coffee-making. With gourmet coffee drinking becoming a growing lifestyle, both partners hope to develop a potential pool of baristas to cater to the growing need for qualified professionals in this area.

The ITE- Boncafé Barista Training Centre

2 Under the collaboration, the **ITE- Boncafé Barista Training Centre** will be set up at the new ITE College West regional campus at 1, Choa Chu Kang Grove. The setting up of this Centre will keep ITE students and staff equipped with the knowledge and skill-sets relevant to the latest technology and trends in coffee-making. The Centre will also offer short courses on coffee-making to the public. ITE is the first educational institute in Singapore to offer this training programme in the art and skill of coffee-making.

Benefits of the Collaboration

3 About 120 ITE students of the *Nitec* in Food & Beverage Operations course will benefit from the training and development of new coffee products and services at the new Centre. ITE Lecturers, too, will benefit from training opportunities to further enhance their knowledge and capabilities.

4 In addition to a unique elective module in coffee-making and product knowledge, ITE students can also look forward to undergoing experiential learning and gaining industry knowledge through factory tours and industry attachments facilitated by Boncafé. As an added incentive to encourage excellence among students, Boncafé will award the top two first-year *Nitec* in Food & Beverage Operations students a Book Prize of S\$500 each.

ITE and Boncafé: Sharing a Common Passion

5 Said Mr Christian W. Huber, Managing Director of Boncafé International, “When ITE first approached us about this partnership, we were very honoured and excited. It has always been our hope and desire to be a part of the education and training process for the gourmet coffee industry in Singapore and beyond, and here is the opportunity to do so with ITE, using our year-old Être Bon Gallery and Academy as the springboard! Être Bon Gallery and Academy is where one can acquire knowledge and education on coffee, via its Coffee Journey Tour and Barista courses.”

6 Added Dr Yek Tiew Ming, Principal, ITE College West, “At ITE, we are happy to work with like-minded industry partners who share a common passion in developing the next generation of skilled professionals. This partnership represents an excellent opportunity for ITE to create an authentic learning environment, where students can learn and experience the art of coffee-making. We are certain that through this collaboration, ITE students can contribute significantly to raising the standards of coffee service in Singapore.”

Publicity on Collaboration

7 Members of the media are invited to publicise the partnership between ITE and Boncafé. For media enquiries and arrangement for interviews and photography, please contact:

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About Boncafé International

Founded in 1962, Boncafé International is known for producing premium gourmet coffee. As the pioneer European-style coffee roaster in Southeast Asia, and guided by the Swiss tradition of precision and pursuit of perfection, Boncafé prides itself on its quality products and services to its valued customers in foodservice – international hotels and resorts, airlines, restaurants, clubs and retail outlets. Our business philosophy has always been to add value to our customers and partners with our Bon-stop shop of award-winning coffee, teas, chocolate, frappe mixes, juices, dessert toppings, syrups and more!

Boncafé has since expanded throughout Asia and the Middle East, with Associate Companies stretching from Malaysia, Hong Kong, Thailand, Cambodia and Dubai, to Guangzhou. Boncafé International is based in Singapore, which also houses the brand-new, end-to-end Être Bon Gallery and Academy which educates and trains people on the art of being good...at coffee! It is also home to the best premium single origin beans from all over the world where a fresh roast on demand is just a phone-call away!

About the Institute of Technical Education

The Institute of Technical Education (ITE), Singapore, was established as a postsecondary education institution in 1992 under the Ministry of Education. ITE is a principal provider of career and technical education and key developer of national occupational skills certification and standards to enhance Singapore's workforce competitiveness. Under its "One ITE System, Three Colleges" Model of Education and Governance, ITE has three Colleges, comprising ITE College Central, ITE College East and ITE College West. For more information, please visit www.ite.edu.sg.