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SPEECH BY DR YEK TIEW MING, PRINCIPAL, ITE COLLEGE WEST AT THE MOU SIGNING CEREMONY WITH BONCAFE INTERNATIONAL PTE LTD ON TUESDAY, 9 FEB 2010 AT 10:00 AM AT ETRE BON GALLERY AND ACADEMY, PANDAN LOOP

Mr Christian Huber
Managing Director, Boncafe International Pte Ltd

Mr K Mohan
General Manager, Boncafe International Pte Ltd

Partners and friends from Boncafe International

Fellow ITE Colleagues

Introduction

Good morning.

2 I am delighted to be here this morning for the signing of this Memorandum of Understanding (MOU) with Boncafe International Pte Ltd. This partnership between ITE and Boncafe marks a key milestone in both organisations' pursuit for collaborative networks, service excellence and investments in the development of skills and knowledge of our youth.

Sharing Similar Values

3 I have been asked "why Boncafe?" since there is a wide choice of coffee chains and outlets in the industry which we can partner. The answer to me is very clear. Boncafe believes in its core values of "Passion for Service", "Passion for People" and "Passion for Knowledge" which resonate very well with the service values that ITE College West dearly holds on to. Let me elaborate.

A Passion for Service

4 By July this year, ITE College West would have consolidated its smaller campuses into a regional campus that sits proudly at 1, Choa Chu Kang Grove. ITE College West' strategic focus is to build on its niche areas to become a College for Service Excellence that synchronises strategically with Singapore's economic growth. With the College's special emphasis on service-oriented training, we share similar intent to deliver uncompromising quality and service to our customers and the community. This is very much aligned with Boncafe's 'Passion for Service' value.

A Passion for People

5 Like Boncafe, ITE College West, too is passionate about its people, and strongly believes in the development of its staff and students to enhance their capability, skills and knowledge. The ITE Care culture is very much thriving within the College. We believe in grooming our staff to the best of their abilities. Our student's success is also our key priority.

6 We hope that through this partnership with Boncafe, we can further develop the skills of our students in preparation for participation in world-level competitions and future employment in the industry. Coffee barista skills have recently taken prominence, whereby the preparation and service pertaining to excellent coffee is an important feature in many fine restaurants and cafes. Last year, one of our students won a Medallion for Excellence in Restaurant Service at the WorldSkills Competition in Calgary, Canada. Moving forward, who knows, with the barista skills learnt from Boncafe, our students will leap to even greater heights in future competitions.

A Passion for Knowledge

7 The passion for knowledge lives in every staff and student at ITE. As a learning institution, we need to stay relevant and be ahead of the times. The setting up of the ITE-Boncafe Barista Training Centre is geared towards the sharing of knowledge, developing the skill-sets, understanding the latest in technology and bringing the know-how to our students. We hope to create an authentic learning

environment whereby the Hands-on, Minds-on and Hearts-on approach to learning can be integrated within the programmes and activities to be offered within the Barista Training Centre.

Conclusion

8 These three values that Boncafe embraces, clearly mirrors what ITE College West ardently believes in for the success of its students. We are very excited about this new partnership with Boncafe and we certainly look forward to the synergies and passion that would benefit the students and community around us.

Thank you.