

**ADDRESS BY MR BRUCE POH, DIRECTOR AND CEO/ ITE, AT THE SIGNING OF THE MEMORANDUM OF UNDERSTANDING WITH MARINA BAY SANDS ON THU 12 AUG 2010 AT 1100 HRS AT MARINA BAY SANDS**

Mr Thomas Arasi  
President & CEO, Marina Bay Sands (MBS)

Friends and Colleagues from MBS and ITE

Distinguished Guests

Ladies and Gentlemen

**Introduction**

1 Good morning.

2 It is my pleasure to be here this morning to sign the Memorandum of Understanding (MOU) with Marina Bay Sands, for collaboration on curriculum development, staff and student development.

**New Vision and Goal**

3 ITE launched our fourth five-year strategic roadmap –called ***ITE Innovate*** – early this year. Our vision is to be a “**Global Leader for Innovations in Technical Education**”. One of the four goals of the plan is to strengthen our strategic connectivity with industry and other stakeholders. Through the engagement of leading industry players, such as Marina Bay Sands, we can provide industry-relevant training for our students and spearhead innovations in teaching and learning.

5 Through industry partnerships, we believe the rigor of the training we provide at ITE would be further enhanced, in terms of scope, relevance and authentic learning. In this regard, I would like to take this opportunity to express our appreciation to Marina Bay Sands for participating in our **Hospitality Academic Advisory Committee**.

## **Growing Tourism and Hospitality Industry**

6 In recent months, Singapore has been registering record tourist arrivals. In July 2010, the Singapore Tourism Board reported that **Singapore has achieved its first one-million visitor arrivals in a single month**. This is definitely welcome news for the economy, in particular, for the tourism and hospitality industry.

7 While this means greater opportunities for growth, it also underscores the need for us to constantly improve the quality of service in the industry so that we may continue to draw more tourists to visit Singapore.

8 We are committed to work closely with industry, to provide well-trained graduates who possess the necessary skills, knowledge and work ethics to contribute to the economic development of Singapore. The opening of our brand new, state-of-the-art **ITE College West campus** at Choa Chu Kang Grove, with a **new School of Hospitality**, demonstrates our commitment to this mission. The focus of the new College is to be: ***A College of Service and Innovation***. Service and innovation is what we need in the hospitality sector in Singapore.

## **Collaborative Partnership**

9 Besides infrastructural developments, ITE will continue to reinforce our core strengths and venture into new areas to meet industry's needs by offering new courses and programmes. For example, we are looking forward to working with Marina Bay Sands and other industry players to develop a **Wine Services Programme**. Sommelier skills and knowledge are in growing demand, with growing popularity of wine drinking in a global city like Singapore.

10 The **Student Internship Programme** under this collaboration will help prepare our students to be “market ready” and “future ready”. And knowledge exchange between the staff of ITE and Marina Bay Sands will offer a wealth of opportunity for our faculty to keep abreast with trends in customer expectations and industry practices.

### **Conclusion**

11 On behalf of ITE, I would like to thank Mr Thomas Arasi, for your strong commitment to investing in the future of our students and enhancing the quality of human capital for the hospitality industry. Our appreciation also goes to the staff of both ITE and MBS for your commitment and professionalism towards making this collaboration a success. Like wine, our partnership should mature and get better as it ages. Thank you.