

**OPENING ADDRESS BY MR BRUCE POH, DIRECTOR AND CEO/ITE, AT THE SIGNING OF MEMORANDUM OF UNDERSTANDING BETWEEN INSTITUTE OF TECHNICAL EDUCATION (ITE) & SENNHEISER ELECTRONIC ASIA PTE LTD AND ITE & YAMAHA MUSIC ASIA, ON FRIDAY 24 JULY 2015 AT 2 PM AT ITE COLLEGE WEST**

**Mr Ng Chee Soon**

President & Managing Director  
Sennheiser Electronic Asia Pte Ltd

**Mr Kazutoshi Sakabe**

Managing Director  
Yamaha Music Asia Pte Ltd

Distinguished Guests

Ladies and Gentlemen

**Introduction**

1 Good afternoon. It gives me great pleasure to welcome you to ITE College West to witness the signing of two Memoranda of Understanding between:

- **ITE and Sennheiser Electronic Asia Pte Ltd, and**
- **ITE and Yamaha Music Asia Pte Ltd.**

2 Today also marks the Opening of a new Facility, the **ITE College West - Audio Hub**. This facility will benefit students

from the *Nitec* in Electrical Technology (Lighting & Sound) course.

### **Importance of Professional Audio Solutions**

3 Today's world of cutting edge Info-comm Technology, movie-making and event entertainment all leverage on top-class professional audio solutions. The competition, work pace, and complexity faced by audio professionals have never been more intense.

4 A strong awareness of the need for high-fidelity audio solutions worldwide is apparent. Therefore, the development and training of staff and students is critical, so that they remain updated and relevant to the current technologies of the industry.

### **MOU Partners' Collaboration and Contribution**

5 Our collaboration with **Sennheiser Electronic Asia Pte Ltd** and **Yamaha Music Asia Pte Ltd** is a step forward in this direction. We appreciate the commitment of Sennheiser and Yamaha as strong advocates of training and education. As leaders of the industry, both companies have been supporting ITE students by sponsoring Book Prizes at our annual graduation ceremonies.

6 They have also supported our students and staff at the Palme Asia Technology Exhibition held in Marina Bay Sands two years ago. Our students benefitted from the invaluable practical experience of setting up large format speaker systems, and operating mixing consoles and microphones.

7 Our staff, too, benefit from our collaboration. I understand that, recently, two of our staff were trained by Yamaha and certified as **Official Steinberg Trainers**.

### **Establishment of Audio Hub in ITE College West**

8 I am therefore pleased that we are bringing this collaboration a step further through the launch of an Audio Hub. The hub comprises two facilities – the **ITE-Sennheiser Sound Academy** and the **ITE-Steinberg Certified Training Centre**.

9 The **ITE-Sennheiser Sound Academy** at ITE College West, I understand, will be the **only Sennheiser Training Institute in Asia** today. Students, as well as live sound professionals, will benefit from the **Microphone Applications** and **Live Sound Reinforcement** techniques that will be made available in the Academy.

10 The **ITE-Steinberg Certified Training Centre** will train our students and studio recording professionals in the art of using the **Cubase software** for audio recording and post-production in **Digital Sound Reinforcement** techniques.

11 Some 20 students in the *Nitec* in Lighting and Sound course have been trained in these two facilities. This augurs well for them and the industry. It will give our graduates a head start in their careers related to audio technology and solutions, and help develop a steady stream of professional sound experts for the growing music and sound industry in Singapore. We all know that quality sound and music make the vital difference in the audio and entertainment industry.

### **Conclusion**

12 On this note, I would like to thank **Mr Ng Chee Soon** and staff from Sennheiser Electronic Asia Pte Ltd; and **Mr Kazutoshi Sakabe** and staff from Yamaha Music Asia Pte Ltd for your unwavering support towards ITE and the development of our students. We look forward to a sustainable and meaningful partnership for many years to come.

Thank you.