

**ADDRESS BY Mr. KAZUTOSHI SAKABE, MANAGING DIRECTOR,
YAMAHA MUSIC ASIA PRIVATE LIMITED, AT THE MOU SIGNING
CEREMONY BETWEEN INSTITUTE OF TECHNICAL EDUCATION,
AND YAMAHA MUSIC ASIA PRIVATE LIMITED ON FRIDAY 24TH
JULY 2015 AT 2.00PM AT ITE COLLEGE WEST**

Mr. Bruce Poh

Director and CEO

Institute of Technical Education

Mr. Ng Chee Soon

President & Managing Director

Sennheiser Electronic Asia Pte Ltd

Distinguished Guests

Ladies and Gentlemen

Introduction

- 1 Good afternoon. I would like to express my appreciation to everyone here for joining us as YAMAHA MUSIC ASIA marks our new partnership with the Institute of Technical Education. I feel much elated in sharing this inauguration moment with you.
- 2 The Institute of Technical Education (ITE) has had a long-standing commitment to being a guardian of knowledge and pursuer in skills development that is both relevant and pertinent to what our global industry required.

- 3 The Institute of Technical Education's (ITE) mission to reinvent skills-based training for an increasingly complex and interconnected world has proven to be a triumphant success and it is this commitment to building a workforce of technically skilled individuals that I am standing here today to reinforce what is obvious, that Yamaha Music Asia and ITE share the same vision for cultivating and nurturing the future.
- 4 Yamaha Digital Sound Reinforcement is known around the globe as a provider of innovative, top notch quality solutions for the audio industry. The Yamaha [products](#) includes a number of world-standard mixing consoles, signal processors incorporating industry-leading DSP technology, power amplifiers based on energy-efficient drive technology, and an extensive range of speakers. Together with Nexco and Steinberg Media Technologies, our strategic business unit of Yamaha Corporation, Japan in manufacture ring integrated loudspeaker system; an award winning technologies advanced audio software & hardware, suitable for everything from Live Sound to Commercial Installations and Broadcasting to Studio/Live recording.
- 5 Which is the reason why, it gives me great pleasure to announce, that today we shall officiate the opening of the first Steinberg Certified Training Centre in Asia, right here in ITE College West.
- 6 This is a monumental moment for Yamaha Music Asia as it is our belief, [that our biggest strength is our technology advancement, training programs, pre & post-sales support to the industry.](#) And the Steinberg Certified Training Centre in ITE College West underpins our partnership and our common belief.

- 7 ITE's systematic approach to vocational training and its emphasis on close partnership and consultation with the industry works in our favour.
- 8 This will afford us the opportunity to exchange information freely as to what the Digital Sound Reinforcement industry requires and how ITE and Yamaha Music Asia can work together to groom skilled [engineers](#) to fulfil these requirements.

Conclusion

- 9 For all of us at Yamaha Music Asia, it is truly an honour to sign this Memorandum of Understanding with the Institute of Technical Education. This marks many years of fruitful partnership between Yamaha Music Asia and ITE for mutual learning and growth, founded on stronger friendships between our people.
- 10 I wish ITE every success as we continue to work together to provide more opportunities for our young people to pursue their passions, realize their dreams and actualize their full potential.
- 11 Thank you.