

ITE MOU Signing

Friday, 24 July 2015

Speech by Mr Ng Chee Soon, President & Managing Director at Sennheiser Asia

Opening

Mr Bruce Poh, Director and CEO, Institute of Technical Education (ITE); Mr Kazutoshi Sakabe, Managing Director, Yamaha Music Asia Pte Ltd, distinguished guests, ladies & gentlemen.

Introduction

Sennheiser is pleased to be a part of today's momentous occasion, as we sign our first memorandum of understanding with the ITE. ITE has been a longstanding supporter and user of Sennheiser equipment, and we have had the privilege to enjoy good working relationships with the various ITE campuses.

The establishment of the Sennheiser Sound Academy at the ITE College West campus is significant for us. Firstly, the academy taps heavily on our 70 years of audio expertise. It translates these industry knowledge to educational modules for the students. Secondly, It paves the way for Sennheiser to play an active role in the training of local professional audio engineers. We have a vested interest in grooming the next generation of audio professionals, and this unique partnership will allow us to take a leading industry player role in sharing our audio expertise with the current and future cohorts of students here.

Collaboration

We are pleased to have the opportunity to jointly develop a curriculum with the ITE College West team that will be incorporated into professional audio courses. Our audio experts have also begun conducting courses in relation to the various live sound reinforcement technologies together with ITE lecturers, who will eventually provide the specialised training programmes to both students and audio professionals from the industry. Participants who successfully complete these training programmes will receive Certificates of Completion jointly endorsed by Sennheiser and ITE.

To facilitate the knowledge transfer, Sennheiser is also pleased to support ITE College West with equipment and service support worth an estimated total of \$415,000 throughout the MOU period of three years. Last but not least, students can also look forward to internship opportunities, scholarships and book prizes to further enhance their education. I hope that these support will complement ITE's unique education philosophy of "***Hands-on, Minds-on and Hearts-on***" approach and to equip students with the relevant skills and knowledge to take on the challenges of the Real World.

Closing

As we embark on this partnership together, I would like to thank ITE for giving us this opportunity to share our passion in the pursuit of perfect sound and to allow us to play an active role in supporting the growing needs of audio professionals of tomorrow.

In closing, I would like to present a special message from the Sennheiser CEO, Mr Daniel Sennheiser, who had a wonderful opportunity of touring the ITE campus during his recent trip to Singapore. Thank you.