

FACT SHEET ON MOU SIGNING CEREMONY BETWEEN INSTITUTE OF TECHNICAL EDUCATION AND SHENG SIONG GROUP LTD

BACKGROUND

The MOU between Institute of Technical Education (ITE) and Sheng Siong Group Ltd formalises a partnership in student and staff development. The idea of collaboration was mooted after meetings between staff members of both organisations. They saw value in enhancing authentic training for students who will form the future workforce in the retail business industry.

Since the **48th branch** of Sheng Siong Supermarket is scheduled to open within ITE Headquarters in the first quarter of 2018, both parties agreed to hold the Official Opening¹ of the outlet and Memorandum of Understanding (MOU) signing ceremony on the same day.

DETAILS OF COOPERATION

On **20 April 2018**, the MOU was signed by **Ms Low Khah Gek, Chief Executive Officer, ITE** and **Mr Lim Hock Chee², Chief Executive Officer, Sheng Siong Group Ltd**. The witnesses from ITE are Dr Ang Kiam Wee, Principal, ITE College Central; Mr Lim Chwee Seng, Deputy Principal (Development), ITE College West; and Mr Zainudin Nordin, Deputy Principal (Development), ITE College East. The witness from Sheng Siong is Ms Lin Ruiwen, Executive Director, Sheng Siong Group Ltd.

Under this three-year agreement, ITE and Sheng Siong will collaborate in areas such as internship opportunities, scholarships and Course Medal awards for ITE students; attachment for ITE staff; and industry projects related to Sheng Siong's business and operations.

Hands-on Learning Opportunities for ITE Students

There will be internship opportunities for a **maximum of 30 ITE students** at Sheng Siong's retail outlets, Headquarters, Warehousing and Distribution Centre at Mandai Link, and online and overseas outlets. This is open to ITE students from the four Schools – School of Business & Services, School of Engineering, School of Design & Media, and School of Electronics & Information Communication Technology.

The duration of the internship will vary between 2.5 to 5 months depending on courses. This exposure will broaden their perspectives and deepen their industry knowledge in various fields.

¹ The Sheng Siong Supermarket outlet in ITE started operations on 26 March 2018.

² Mr Lim Hock Chee is an ITE alumnus. He attended Jurong Vocational Institute in 1976.

Scholarships and Course Medal Awards for ITE Students

Sheng Siong will sponsor **four annual** bond-free Scholarships for ITE students from **Business and Services courses**. ITE shall administer the selection and award of Scholarships in consultation with Sheng Siong.

Sheng Siong will provide **one Course Medal award (per programme) per year** for the top graduating students in **Nitec in Retail Services** and **Higher Nitec in Retail and Online Business** from ITE College Central and ITE College West.

Staff Capability Development

Sheng Siong will share its expertise and operations with ITE staff through **industry attachment programme**. Technical competencies of the staff of both organisations will be deepened through the transfer of knowledge and sharing of good practices in retail business via seminars and workshops, field trips, case studies, etc.

CURRENT COLLABORATIVE PROJECTS

USP in QR Code Scanning System

Eleven ITE students from **Higher Nitec in Retail Merchandising** course were given the opportunity to identify and input the unique selling propositions (USP) of selected products into Sheng Siong's Product QR code system. With a quick scan of the product's QR code featured on the Electronic Shelf Label, customers get to know the benefits of the products and can make informed choices on their purchases. Through technology, students applied marketing methods to accommodate evolving customers' buying behaviour (a topic in Retail and Marketing Promotion module) in a live store. It was an invaluable learning experience for students to participate in this real business project.

Sheng Siong 360 Virtual Reality (VR) Tour App

Developed by **eight** ITE students from the **Mobile Unified Communication course and Games Design and Development course**, the Sheng Siong 360 Virtual Reality (VR) Tour App allows customers to experience the supermarket virtually without being physically present in one. The user is able to navigate the supermarket in 360 degrees, walk through the different product (or shelve) aisles, pan around or have a close-up view of the products in the store.

This app is an offline advertising and promotion channel that creates awareness of a company's products and services. The students applied what they have learnt in Mobile Apps Development, Mobile Games Development and Games Design Principles. It is the first time a Virtual Tour App has been developed for a local supermarket.

About Institute of Technical Education, Singapore

The Institute of Technical Education (ITE) is a post-secondary education institution established in **1992** under the Ministry of Education. As a principal provider of career and technical education, and a key developer of national occupational skills certification and standards, ITE's **Mission** is to create **opportunities** for students and adult learners to acquire skills, knowledge and values for employability and lifelong learning. ITE's **Vision** is to be A **Trailblazer** in Career and Technical Education. Our **Values** are **Integrity, Teamwork, Excellence** and **Care**. ITE comprises the ITE Headquarters and three ITE Colleges - College Central, College East and College West.

About Sheng Siong Group Ltd.

Sheng Siong Group Ltd. is one of the largest supermarket chains in Singapore. Principally engaged in operating the Sheng Siong Groceries Chain, consisting of 48 outlets all across the island, the Group's outlets are primarily located in retail locations in the heartlands of Singapore. The outlets are designed to provide its customers with both "wet and dry" shopping options, including a wide assortment of live, fresh and chilled produce, such as seafood, meat and vegetables, in addition to processed, packaged and/or preserved food products as well as general merchandise such as toiletries and essential household products.

Sheng Siong has developed a selection of housebrands to offer customers quality alternatives to national brands at substantial savings. Sheng Siong offers over 900 products under its 17 housebrands, ranging from food products to paper goods.

For more information, please refer to: <http://www.shengsiong.com.sg>