

**WELCOME ADDRESS BY MS LOW KHAH GEK, CEO/ITE, AT THE OFFICIAL OPENING AND MOU SIGNING CEREMONY BETWEEN ITE AND SHENG SIONG GROUP LTD, ON 20 APRIL 2018, 3.00PM, SPEAKER'S CHAMBER, BLOCK B, LEVEL 1, ITE COLLEGE CENTRAL**

**Mr Lim Hock Chee**

CEO, Sheng Siong Group Ltd

Friends from Sheng Siong Group Ltd

Colleagues and students from ITE

Ladies and gentlemen

**Introduction**

- 1 Let me start by congratulating Sheng Siong's CEO, **Mr Lim Hock Chee**, on the opening of your 48<sup>th</sup> outlet in Singapore. I was just joking with Mr Lim that in Chinese, 48 means 'definitely will prosper.' We are very pleased that you have chosen well to locate your latest outlet at ITE Headquarters and College Central. We believe you have made an excellent choice!
- 2 In 2015, Sheng Siong Group Ltd won the prestigious Innovation Excellence Award. You are a trailblazer in the retail sector and you continually look for innovative ideas to improve work processes and productivity. ITE is pleased to now have Sheng Siong Group Ltd as our industry partner. We are also very honoured to have the strong support of its CEO, **Mr Lim Hock Chee**. In an earlier conversation with Mr Lim, he told me he was a graduate of Jurong Vocation Institute and my reply then was

‘you are an ITE alumni and we are very proud of you.’ Mr Lim has indicated that he is personally committed to collaborating with ITE to enhance learning opportunities for our students.

- 5 This new Sheng Siong outlet at ITE will be special – it will be a **sandbox** to experiment and pioneer new initiatives, in particular, digital strategies, for Sheng Siong.
- 6 Our students will have the opportunities to be involved in some of these experimentation and new initiatives and acquire rich learning and skills in the process. Allow me to elaborate on two digital projects that ITE students have already embarked with Sheng Siong.

### **USP in QR Code Scanning System**

- 7 Firstly, the **QR Code Scanning System**. Today’s shoppers have more choices and are more discerning. They want to know what they are buying, and why they should choose a particular product over another. They look out for product details to make informed decisions on their purchases. Eleven ITE students from our **Higher Nitec in Retail Merchandising** course has incorporated **Unique Selling Propositions (or USPs) into the Product QR Code System**. This allows customers to get information and details of the products through a quick scan of the product’s QR code on the digital price signage. I understand this QR Code System will be pioneered first at this outlet in ITE for Sheng Siong’s house-brand products and will gradually be extended to other products and outlets.

### **Sheng Siong 360 VR Tour App**

- 8 The second project that our students embarked on is the **Sheng Siong 360 Virtual Reality Tour App**. Customers are able to experience Sheng Siong supermarket virtually anywhere, including the comfort of their own home and 24/7 at the any time. The App was developed by eight ITE students from the *Higher Nitec* in Mobile Unified Communications course and the *Higher Nitec* in Games Arts & Design course. Younger shoppers like to hang out online and this Virtual Tour app will allow them Sheng Siong to engage younger shoppers.
  
- 9 Following today's MOU signing, each year, **30 ITE students** from different courses can look forward to internship opportunities at Sheng Siong's retail outlets, Headquarters, as well as its Warehousing and Distribution Centre. Such opportunities, I am sure, will broaden their learning and deepen their industry knowledge.
  
- 10 Students can also look forward to diverse employment opportunities with Sheng Siong Group Ltd, upon graduation.

### **Conclusion**

- 11 On behalf of ITE, I would like to thank Mr Lim and his team for their strong support and commitment towards developing our students and preparing them for the exciting world of business.

12 We are confident that the collaboration between Sheng Siong Group Ltd and ITE will be mutually beneficial and successful, and we look forward to growing this collaboration in the years ahead.

Thank you.