



Institute of Technical Education



MEDIA RELEASE

Singapore Cruise Centre Partners ITE to Develop First Cruise Tourism Course

- *Course will build ready talent pool for fast-growing cruise industry*
- *SCC will sponsor the Gold, Silver and Bronze Course Medals*

Singapore, 18 November 2011 – With cruise tourism poised for strong growth in the coming years, the Singapore Cruise Centre (SCC) has partnered the Institute of Technical Education (ITE) to develop the first academic programme to train manpower for the future needs of the industry. The two parties signed a Memorandum of Understanding today.

SCC is drawing on its 20 years of maritime experience and expertise as Singapore's only cruise terminal operator to help ITE design the *Higher Nitec* in Passenger Service course curriculum, which will comprise modules such as Passenger Handling Operations, Profiling of Travellers, Corporate Image and Etiquette and Travel Geography with insights into different cultures.

Commencing April 2012, the two-year Course will include five months of industrial attachment. It will be conducted at two ITE schools – College West and College Central, with an enrolment capacity of 80 students per school for the first batch.

SCC's CEO Christina Siaw said: "We are delighted to be able to collaborate with the ITE to build a talent pipeline for Singapore's cruise industry."



Institute of Technical Education



“Cruise tourism is a young but fast emerging industry in Singapore and the region and the potential is tremendous, particularly after various countries in the region, including Singapore, expands their port capacity.

“We encourage students to seriously consider a career in the cruising industry as there will be exciting opportunities ahead with excellent growth potential. Those seeking a job in cruising should know that it was one of a few industries that did not suffer a decline during the 2008/09 global financial crisis and has since been enjoying double-digit growth rates.”

Ms Siaw added that with the opening of the new state-of-the-art International Cruise Terminal (ICT) at Marina South next year, Singapore will double its berth capacity and will be able to welcome mega cruise ships from around the world.

“With this course in place, we can look forward to tapping into a ready talent pool of trained personnel who can deliver the necessary ‘soft skills’ to handle thousands of cruise passengers embarking and disembarking within a tight time-frame,” she said.

In addition to collaborating on the curriculum design of the course, SCC will also be sponsoring the Gold, Silver and Bronze Course Medals for the top three graduates.

Students will have the benefit of gaining first-hand insights and experience from guest lecturer Mr Jay Pang, a 20-year cruise industry veteran, and SCC’s Vice-President of Operations in selected industry-specific modules. ITE lecturers will also be attached to SCC for up to two months to better understand on-ground cruise terminal operations.



Institute of Technical Education



ITE's Director and CEO, Bruce Poh, said: "We are very honoured to partner an industry leader like SCC to help grow and develop the cruise industry in Singapore. With SCC's input and committed support, we are confident that this new Course will impart valuable and relevant skills and knowledge to prepare students for a dynamic industry with different cultural mix.

"We're thrilled that graduands from this course, just over two years from now, will play a role in helping Singapore realise its potential as a world-class cruise hub."

The End

About Singapore Cruise Centre Pte Ltd

The Singapore Cruise Centre Pte Ltd was corporatised in 2003 and manages the award-winning cruise terminal and three ferry terminals in Singapore. Our experience in ferry and cruise terminal operation and management is well-sought after by overseas ports. This is in line with our vision to be the world's leading cruise and ferry operator and international partner of choice in overseas cruise and ferry terminal management and consultancy.

For more information, please visit: www.singaporecruise.com

About Institute of Technical Education (ITE)

The Institute of Technical Education (ITE), Singapore, was established as a post-secondary education institution in 1992 under the Ministry of Education. ITE is a principal provider of career and technical education and key developer of national



Institute of Technical Education



occupational skills certification and standards to enhance Singapore's workforce competitiveness. Under its “One ITE System, Three Colleges” Model of Education and Governance, ITE has three Colleges, comprising ITE College Central, ITE College East and ITE College West.

For more information, visit www.ite.edu.sg

For media queries, please contact:

Catherine Ong Associates in Singapore

Christina Stanley christina@catherineong.com +65 9835 3500

Franz Navarrete franz@catherineong.com +65 6327 6089

Institute of Technical Education

Valerie Ng Valerie_ng@ite.edu.sg +65 9338 7411