



PRESS RELEASE

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RCHE, e2i and WDA COLLABORATE TO LAUNCH \$1.35M APPRENTICESHIP PROGRAMME TO GROOM MID-CAREER LOCAL TALENTS FOR THE FASHION INDUSTRY

Singapore, June 18, 2012 – Raffles College of Higher Education (“RCHE”) today inked a partnership with the National Trades Union Congress’ e2i (Employment and Employability Institute) and the Singapore Workforce Development Agency (“WDA”) to equip adult learners with the skill sets required by a growing fashion industry. A total of \$1.35 million will be injected for this joint initiative to groom 60 local talents over 2 years.

Under the partnership, the one-year professional diploma programmes in Fashion Design and Fashion Marketing & Management will be rolled out at RCHE’s newly-established education academy, Raffles Academy of Continuing Education (“RACE”). The programmes aim to groom aspiring fashion professionals and increase the number of creative talent pool in Singapore’s fashion industry.

To celebrate the programme launch, Raffles Academy of Continuing Education has signed a Memorandum of Understanding with industry partners - Bell East Pte Ltd, distributor of Ocean Pacific Singapore; Hypnosis Pte Ltd; Ghim Li Group; and Crocodile International Pte Ltd, who will be taking in the first batch of apprentices under this programme. The Apprenticeship will be a key component of the professional diploma programme as the on-the-job training enhances the level of classroom learning in order to groom a batch of locals with the right competencies to meet the demands of the vibrant fashion industry in Singapore and on the global

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Institutes of Raffles College of Higher Education



platform. RACE is also in talks with other partners in the fashion industry to increase the number of apprenticeship opportunities for learners who are keen to upgrade their professional skills sets, or to embark on a career switch to the fashion industry.

Mr Ong Kai How, Vice President overseeing RCHE said, "At Raffles, we place a heavy emphasis on industry-relevant curricula to encourage creativity and a robust learning experience to help our students realise their potential and aspirations."

"The partnership with e2i and WDA plays a vital role in shaping Singapore's growing fashion industry," Mr Ong continued. RCHE is a subsidiary of RafflesEducationCorp, the largest private education group in the Asia-Pacific region.

Structured on an innovative work-study education model, learners will study two to three days a week and be attached on an apprenticeship programme with a host company for the remaining of the week during the one-year programme. The learners will also be put on job rotation, so that they can be exposed to different areas of specialisations within the host company and learn about the entire operations of the fashion business. This scheme is focused on nurturing learners to be effective and job-ready upon completion of the one-year programme.

Mr Kelvin Lim, Director of Hypnosis Pte Ltd, said, "Hypnosis as a company is a strong advocate of human capital development. With this apprenticeship collaboration in place, the apprentice will have the opportunity to learn on the job while our company benefits through the training allowance provided by e2i, and a pool of skilled workers who are ready to join us upon programme completion."

Mr Gilbert Tan, Acting CEO of e2i, said, "This collaboration will provide a (new) pathway for aspiring talents to go on apprenticeship in the exciting fashion industry."



To offer and equip Singaporeans with better jobs, e2i will continue working with partners to develop a wide array of training and career options.”

Classes are expected to commence at RCHE’s campus in July 2012. Apart from a 70% course fee subsidy from e2i and WDA, learners will also receive monthly training allowance throughout the one-year programme co-supported by e2i, WDA and host companies.

Ms Julia Ng, Director of Manufacturing and Construction Division, WDA, said: “This joint effort reflects WDA’s continued commitment to groom new local talents to support the promising fashion industry. This experimental work-study model is industry-oriented and aims to produce graduates with the knowledge, relevant practical skills and experience to join the industry. The apprenticeship scheme will help mid-career Singaporeans springboard into a career in the vibrant fashion industry.”



About Raffles College of Higher Education

Raffles College of Higher Education (“RCHE”) is a subsidiary of Raffles Education Corporation (“RafflesEducationCorp”), the largest private education group in Asia Pacific. RCHE currently operates four education brand names namely, Raffles Design Institute, Raffles Merchandising Institute, Raffles School of Business and Raffles Academy of Continuing Education (“RACE”). RafflesEducationCorp has an extensive network of 33 colleges in 30 cities across 13 countries in Asia Pacific: Australia, Bangladesh, Cambodia, China, India, Indonesia, Malaysia, Mongolia, New Zealand, Singapore, Sri Lanka and Thailand.

Raffles Academy of Continuing Education (“RACE”)

RACE was established in December 2011 to provide quality continual learning to adult learners who aspire to upgrade their existing skills and expand their knowledge horizon. Classes, conducted by subject-matter-experts, are complete with practical sessions to enhance the learning experience at the Academy. RACE is a programme partner of the Employment & Employability Institute (“e2i”) and the Workforce Development Agency (“WDA”).

For more information on RACE, please visit its website at www.raffles-academy-of-continuing-education.edu.sg.

Raffles Design Institute

Raffles Design Institute (Singapore) was established in 1990 as an educational institution dedicated to the professional design disciplines of Fashion, Interior Design, Interactive Media (Multimedia Design, Animation and Games Design), 3D (Product Design, Jewellery Design and Transportation Design), and Visual Communication (Graphic Design).

Raffles Merchandising Institute

Raffles Merchandising Institute (Singapore) (formerly known as Raffles Merchandising School) was established in November 2006 as an educational institution dedicated to the professional disciplines of Fashion Marketing and Management, Retail Management, and Fashion Communication and Journalism.

Raffles School of Business

Raffles School of Business (formerly known as Raffles Education Corp College) was established in 1999. It is one of the leading business institutes in Singapore, offering undergraduate and postgraduate programmes in Marketing, Management, Banking, Finance, Tourism and Hospitality Management, Applied Psychology, Infocomm Security and Biomedical Sciences.

All RCHE programmes follow modern, international curriculums of the highest standard designed to nurture creative professionals and entrepreneurs. Its unique emphasis on both academic theory and practical experience, coupled with state-of-the-art technology applications and opportunities to work with industry professionals, ensures that all RCHE graduates are equipped with the necessary knowledge and skills that are demanded by employers worldwide. RCHE is **EduTrust certified by the Council for Private Education, Singapore.**

For more information on RCHE, please visit its website at www.raffles-college.edu.sg.



About e2i (Employment and Employability Institute)

As THE market-place for workers, employers and training providers, e2i exists to create better jobs and better lives for workers. In 2011, we helped 46,000 workers through providing better jobs, developing better skills through professional development, and improving productivity for companies. An initiative of the National Trades Union Congress (NTUC), supported by the Workforce Development Agency (WDA), the Singapore Labour Foundation (SLF), and the Singapore National Employers' Federation (SNEF), e2i serves all segments of workers, from rank and file to professionals, managers and executives.

Visit www.e2i.com.sg for more information.

About Singapore Workforce Development Agency

The Singapore Workforce Development Agency (WDA) enhances the competitiveness of our workforce by encouraging workers to learn for life and advance with skills. In today's economy, most jobs require not just knowledge, but also skills. WDA collaborates with employers, industry associations, the Union and training organisations, to develop and strengthen the Continuing Education and Training system that is skills-based, open and accessible, as a mainstream pathway for all workers – young and older, from rank and file to professionals and executives – to upgrade and advance in their careers and lives. For more information, please visit <http://www.wda.gov.sg>.

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June 18, 2012

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