



Republic Polytechnic's MOU with SACEOS offers competitiveness study on Singapore as a convention destination

Singapore, 9 April 2010 – Republic Polytechnic (RP) and Singapore Association of Conventions and Exhibition Organisers and Suppliers (SACEOS) signed a three-year Memorandum of Understanding (MOU) today. This initiative is targeted to foster proactive communication and interaction between RP, SACEOS and industry partners in the conventions and MICE (Meeting, Incentive, Convention, and Exhibition) industry.

Under the MOU, the collaboration allows for joint projects on market intelligence gathering, sharing of expertise between the two organisations, and development of specialist professional courses for the industry.

A significant collaboration laid out in the MOU is the development of a study that identifies and determines the competitiveness of Singapore as a convention destination. This study is an initiative that bridges the knowledge gap and the current lack of local research data in this area to identify key factors that drive a convention destination and venue competitiveness.

“The MICE industry is an important economic driver for Singapore and it is crucial that we develop the information bank and manpower to meet this growth. RP has established strong ties with the industry and the results from the study will be a valuable resource of information. The MOU seeks to strengthen the exchange and sharing of information between industry and academia, as well as provide students with an opportunity to tackle challenges facing the events industry. This enhances holistic learning and student life experience beyond the classroom,” said Mr Albert Toh, Director, School of Hospitality at RP.

RP's Diploma in Integrated Events Management programme will lead the research in the form of a phased approach. Phase One of the research took place last year and involved an industry-wide survey conducted by final year students who identified several attributes that are needed for a convention destination and venue. Phase Two will explore the relationship of these attributes in relation to their ability to create competition.

The objective of the research is to rank each attribute identified through findings from the first phase of the study and establish a ranking system that will provide a better understanding of the factors that are taken into consideration when determining an ideal destination for a convention.

“The study will also explore the relationship of these attributes in relation to Singapore’s standing and competitiveness in the global convention industry. More importantly, the ranking system will provide the industry with a tool to evaluate the level of competitiveness within the convention industry,” added Mr Toh.

Mr Edward Liu, President of SACEOS, said, “SACEOS is committed to supporting the education sector in developing the MICE leaders of tomorrow and adding value to the academic learning experience. We are delighted to be working with Republic Polytechnic, particularly regarding the competitiveness survey and we see this partnership as a milestone in further developing the local MICE industry, he said. Mr Liu is also on the School Advisory Board at RP’s School of Hospitality.

Another collaboration being explored is a staff exchange programme to tap SACEOS expertise and global industry network, as well as specialist short courses. Through such professional exchange programmes, this will not only widen RP’s expertise in the field of MICE education and sustainability but also ensure that faculty members are well-tuned to the needs of the industry, therefore better able to bring the experience into the classroom for the benefit of RP’s students.

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About Republic Polytechnic

The first educational institution in Singapore to adopt the Problem-Based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has six schools and one centre offering thirty four courses in Information and Communications Technology, Engineering, Applied Science, Technology for the Arts, Sports, Health & Leisure, Events and Hospitality, and Culture and Communication. Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving process skills and a life-long learning attitude. Its holistic, broad-based curriculum, covering culture, enterprise development and cognitive processes, prepares students for an active and meaningful role in society. Republic Polytechnic strives for excellence by achieving various international and national accreditations, including ISO9001, ISO14001, OHSAS 18001, TR19, People Developer Standards, Singapore Quality Class and Singapore Innovation Class. For more information, visit <http://www.rp.sg>

About SACEOS

The Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS) is the country’s established industry-trade association. It represents Singapore’s leading convention and exhibition organisers as well as the suppliers of facilities and services. Founded in 1979, SACEOS is a non-profit organisation offering members a range of educational opportunities, industry standards and global industry network.