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**FOOD AND BEVERAGE SINGAPORE WORKFORCE SKILLS QUALIFICATIONS'
FIRST ARTICULATION INTO UNIVERSITY DEGREES**

SINGAPORE, 22 JUNE 2011 – Workers in the Food & Beverage (F&B) sector here in Singapore can now pursue degrees in culinary arts, baking & pastry arts and food service management and F&B management after they have completed their Singapore Workforce Skills Qualifications (WSQ) Diplomas in Culinary Arts and Baking & Pastry with At-Sunrice. The degrees will be conferred by the Johnson and Wales University – renowned for its F&B programmes. Trainees who have completed either one of the F&B WSQ Diplomas will receive credit exemptions for year two and can proceed directly to year three of the four year degree programme. This is the first time F&B WSQ programmes are being articulated into university degrees.

With the degree, these trainees would have better career advancement opportunities and career options within the F&B sector. At-Sunrice GlobalChef Academy and the Johnson and Wales University both signed an agreement to articulate F&B WSQ Diplomas into university degrees during the National CET Institute's annual graduation ceremony. This strategic move was fully supported by the Singapore Workforce Development Agency (WDA).

Launched in 2006, the F&B WSQ framework was developed to raise culinary and F&B service standards through training and talent development as well as provide the sector with clear progression pathways to make F&B careers more attractive to Singaporeans. In the last six years, the WSQ system has evolved into a qualification that is well-recognised by both workers and employers with close to 120,000 individuals and more than 3,000 companies having adopted the WSQ system in various ways.

Based on the 2010 Outcome Evaluation Survey conducted by WDA, many of these companies such as Sakae Holdings, Ritz Carlton Hotel, Tung Lok Group, Park Hotel Group have found that WSQ training both helped employees perform better at work and address skills gaps. Close to 30% of the workers who have undergone WSQ training also enjoyed

pay increments, promotions and expansion of job scopes. These results show that WSQ training is an important cornerstone in workforce development and business competitiveness.

F&B WSQ training has also provided workers with such a strong skills foundation and service mindset that internationally renowned establishments like DB Bistro Moderne, Joel Robuchon Restaurant, Ritz Carlton and many others are showing strong demand for F&B WSQ trainees. At-Sunrice's trainees are a very good example of this trend, as most of their trainees were getting multiple job offers even before they graduate.

"Today, the sector is not only growing strongly but is also one of Singapore's key economic drivers with 5,000 new jobs to be expected in the next few years. Thus, to maintain Singapore's image as a global gourmet hub and cater to increasingly sophisticated customers, both local and foreign, the workforce must continue to raise its professionalism and skills. This collaboration with the Johnson and Wales University, one of the world's best culinary institutes, will set global standards for local culinary and F&B services given the university's expertises in F&B work around the world. WDA is also pleased that the quality of WSQ training is being recognised and used for articulation into degree programmes offered by best-in-class tertiary institutes," said Mr Wong Hong Kuan, Chief Executive of WDA.

Under the articulation programme, trainees after completing the WSQ Diploma programmes would be able to go on to take up any of the following F&B degrees offered by the Johnson and Wales University:

- Bachelor of Science in Culinary Arts & Food Service Management
- Bachelor of Science in Baking & Pastry Arts & Food Service Management
- Bachelor of Science in Restaurant, Food and Beverage Management

Those are the first three articulated degrees, in line with the WSQ system's open access pathway for CET, to be offered in Singapore. Trainees can choose to either complete their degrees on-campus in America or through online learning.

"This articulation programme is a fantastic expansion to our existing WSQ programmes as it would go a long way towards increasing training and development opportunities for the F&B workforce. The flexibility in which trainees can choose how they would like to pursue their degrees allows them to set the pace of learning. This caters to the needs of the working

population and is aligned with At-Sunrice's study and work pedagogy," said Christophe Megel, Chief Executive Officer of At-Sunrice.

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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 old, from rank and file to professionals and executives – to upgrade and advance in their careers and lives. For more information, please visit www.wda.gov.sg.

At-Sunrice GlobalChef Academy

At-Sunrice is the first culinary academy in Singapore to be awarded the national CET Institution (NCI) accreditation. Our vision is to advance culinary art with integrity and meaning. Our mission is to cultivate global chefs in a living environment of culinary authenticity, best fit apprenticeships and research. We deliver culinary arts education by

applying skills and recipes from East & West, Herbs & Spices, and Old World & New World cuisines. Our programmes are synchronised with Study & Work rotations at top hotels, restaurants and food services supported by partners who champion our students and alumni success. We create culinary products and sensory experiences for enrichment, education, and increased yield for environment and for businesses.

The academy's rigorous Study & Work pedagogy contributes annually, more than one million man-hours to the local F&B industry, empowering students with opportunities to augment their classroom learning with hands-on apprenticeships at the workplace. The learning environment at the academy is truly global, with students coming from over 30 countries. Graduates from At-Sunrice are also livening and working around the world in countries such as the U.S., Australia and Singapore. For more information, please visit www.at-sunrice.com.

FACTSHEET ABOUT AT-SUNRICE GLOBALCHEF ACADEMY

At-Sunrice GlobalChef Academy (At-Sunrice) is a culinary academy founded in 2001. It came onboard the Food & Beverage (F&B) Singapore Workforce Skills Qualifications (WSQ) in May 2006 and was appointed as the CET Centre for F&B sector. Since its establishment, At-Sunrice has played a significant role in nurturing culinary talents. The institution specialises in both Asian and Western cuisines and pioneered Singapore's first synchronised Study & Work training, where trainees gain real industry experience when they apprentice with top chefs and establishments. Many of its trainees are often recruited by the chefs who have mentored them during their apprenticeships.

At-Sunrice provides career facilitation services, such as career guidance and graduate placement interviews. As part of its service to provide trained workforce for the local industry, the academy organises an annual culinary career fair called TalentMatch[®], an event where prospective employers (hotels, food service, F&B properties) are invited to interview graduating students.

Over the years, At-Sunrice has built a strong reputation for providing high quality training. It enjoys strong endorsement from top hotels, restaurants and global food service companies. Its advanced diploma programme is recognised by the Johnson and Wales University in America with articulation pathway to its Bachelor degree.

It also has a systematic process for partner selection that ensures its students' success is championed. The Study & Work partners provide a 12-month On-the-Job Training (OJT) apprenticeship for At-Sunrice trainees.

The following WSQ programmes are currently offered by At-Sunrice:

WSQ Diploma in Culinary Arts	WSQ Asian Culinary Arts 1 and 2
WSQ Diploma in Pastry & Bakery	WSQ Western Culinary Arts
WSQ Advance Certificate In Pastry & Baking	WSQ Professional Development Programmes
WSQ Certificate in Food & Beverage Service	
WSQ Certificate in Food Production	
WSQ Certificate in Food Preparation	

**FACTSHEET ON FOOD AND BEVERAGE SINGAPORE WORKFORCE
SKILLS QUALIFICATIONS ARTICULATION PROGRAMME**

Founded in 1914, the Johnson & Wales University is a recognised leader in career education, offering accredited degrees in business, hospitality, culinary arts, technology and education to more than 16,000 graduate and undergraduate students representing all 50 states in America and 96 countries.

Their online learning programmes are backed by the reputation Johnson & Wales University has earned over more than 95 years. The online learning environment that the university has created allows the individual to pursue their bachelor's degree in a way that fits with their work and family obligations. They will receive the same industry-relevant career education as the on-campus students, taught by the same world-class faculty.

Under the articulation programme, students under At-Sunrice's WSQ Diploma in Culinary Arts and WSQ Diploma in Pastry & Bakery programme would be able to go on to take up any of the following F&B degrees offered by the Johnson and Wales University:

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