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**MEDIA RELEASE**



**SINGAPORE'S FIRST CULINARY AND F&B INTEGRATED CET CENTRE,  
SCHOLARSHIPS AND WSQ DIPLOMA PROGRAMMES LAUNCHED  
TO BOOST LOCAL F&B CAPABILITIES**

**SINGAPORE, 11 NOVEMBER 2011** – To ensure that the Food & Beverage (F&B) Continuing Education and Training (CET) infrastructure continues to meet the rapidly changing demands of the F&B industry, the Singapore Workforce Development Agency (WDA) has collaborated with At-Sunrice GlobalChef Academy (At-Sunrice) to establish Singapore's very first Integrated CET Centre for Culinary and F&B Service. In addition, to encourage F&B companies to develop the capabilities of their employees, WDA will be working with companies to award industry scholarships to groom future leaders of the Tourism and F&B sectors through reputable degree programmes. A new Singapore Workforce Skill Qualifications (WSQ) Diploma in Beverage Service will also be rolled out to encourage aspiring and existing sommeliers, baristas and mixologists to deepen their knowledge and broaden their skill-sets.

**Integrated CET Centre**

The At-Sunrice GlobalChef Academy Integrated CET Centre was officially opened today by Minister of State for Manpower and National Development, Mr Tan Chuan-Jin. It is the first of its kind in Singapore to bring together training of all specialised professions of the F&B industry under one roof. Over the next three years, At-Sunrice will provide at least 1,000 training places annually, and make available a holistic programme selection, ranging from basic to graduate diploma level programmes. It will also introduce modular professional development courses in response to training needs of the F&B workforce. *[For more information on the new At-Sunrice GlobalChef Academy Integrated CET Centre, please refer to Annex A.]*

“We are honoured to be working with WDA to develop this Integrated CET Centre for culinary and F&B education. With this integrated CET Centre we would be able to train not only individuals who are passionate about culinary and pastry but in service and beverages as well. As At-Sunrice expands its curriculum we are confident that the programmes and

environment would help you succeed in the F&B industry regardless of whether you are a fresh entrant, a career switcher or an individual who has been working in the F&B industry looking to further your studies,” said Chef Christophe Megel, Chief Executive Officer, At-Sunrice GlobalChef Academy.

### **Scholarships and WSQ Diploma in Beverage Service**

Under the Skills Training for Excellence Programme (STEP), WDA would be giving out Tourism and F&B-related degree scholarships. The scholarships will be awarded to high potential individuals in the Tourism and F&B industries. These individuals will have to be nominated by their companies to be eligible for the degree. The scholarships cover up to 90% of the programme fees and will be given out over a period of three years starting from 2012. With these scholarships, the F&B industry are able to develop in-employment talent to build leadership capabilities for their companies.

In addition to the scholarship programme which aims to help employers cope with the talent crunch in the F&B industry, WDA and At-Sunrice are also working together to expand and diversify the Integrated CET Centre’s programme offerings after a thorough review of the F&B framework which has been expanded and would now cover four skill pathways from the original two major specialisation tracks, namely Culinary Arts, Pastry and Bakery, F&B Service and Beverage Service. The enhanced framework also has 54 new competency units, spanning both industry and occupational skills which would enable us to reach out and train more workers and bridge current skills gaps faced by the industry. Hence, in the second half of 2012, At-Sunrice will roll out a new diploma programme – WSQ Diploma in Beverage Service to cater to the emerging needs of beverage professionals such as sommeliers, baristas and mixologists. *[For more information on the scholarship and diploma programmes, please refer to Annex B.]*

“With an estimated number of 17,000 new jobs expected to be created in the Tourism and F&B industry out of which 16% consist of Professionals, Managers, Executives and Technicians (PMETs)<sup>1</sup>, there is an urgent need to create more opportunities for the F&B workforce to widen and deepen their capabilities. We are confident that these initiatives will provide the F&B workforce with a myriad of options to raise their professionalism and competence in this competitive industry,” said Mr Wong Hong Kuan, Chief Executive, WDA.

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<sup>1</sup> Source: Report on Labour Force in Singapore, 2010, Ministry of Manpower

For media enquiries, please contact:

**Singapore Workforce Development Agency**

Ms Jacqueline Chan

Manager

Corporate and Marketing Communications Division

Singapore Workforce Development Agency

DID: 6512 6573      Mobile: 9727 3849

Email: [jacqueline\\_chan@wda.gov.sg](mailto:jacqueline_chan@wda.gov.sg)

**At-Sunrice GlobalChef Academy**

Ms Tanya Somera

Marketing Manager

At-Sunrice GlobalChef Academy

DID: 6416 6625

Email: [tanya\\_somera@at-sunrice.com](mailto:tanya_somera@at-sunrice.com)

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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 older, 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](http://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](http://www.at-sunrice.com).

## **FACTSHEET ON AT-SUNRICE GLOBALCHEF ACADEMY INTEGRATED CET CENTRE**

### **Introduction**

In anticipation of greater demand for a highly-skilled workforce that are equipped with a variety of necessary capabilities, At-Sunrice GlobalChef Academy was appointed when by the Singapore Workforce Development Agency (WDA) to establish an Integrated CET Centre for Culinary and Food & Beverage (F&B) Service.

### **Facilities**

The built-up area for the integrated CET centre is about 40,000 square feet on the 5<sup>th</sup> floor of the Sakae Building and is the first and largest purpose-built WSQ Institute to deliver CET in specialised skills such as culinary arts (Western and Asian) and F&B service. The space is also outfitted with the latest industry-standard, state-of-the-art kitchens, equipment, tools, and software to ensure that trainees gain a full-bodied WSQ education to ensure first-rate educational quality and experience for the trainees.

The integrated CET centre is also furnished with facilities such as an amphitheatre-style demo kitchen, instructional classrooms, dining room for F&B service training, wine tasting room, computer laboratories and library for use by trainees, as well as administrative offices for staff and faculty members.

The CET centre houses two Innovation Laboratories with kitchen equipment from Miele and Electrolux. The laboratories will allow companies to conduct research and development for improving work and food processes to boost productivity for the sector.

### **Training**

The CET centre is the first to bring together training of all specialised professions of the F&B sector under one roof, ranging from culinary and pastry chefs, to F&B managers, sommeliers, baristas, bartenders and mixologists. Over the next three years, the F&B Integrated CET centre will not only provide at least 1,000 training places annually, but also furnish a holistic programme selection, ranging from basic to graduate diploma level programmes, as well as courses for more specialised occupations such as sommeliers and baristas. It will also introduce modular professional development courses in response to training needs of the F&B workforce. In addition, the Institute will provide an alternative for experienced workers in

the F&B sector to attain WSQ qualifications via skill assessment conducted by its in-house National Assessment Centre.

**FACTSHEET ON TOURISM AND FOOD & BEVERAGE SCHOLARSHIP PROGRAMME  
AND THE SINGAPORE WORKFORCE SKILLS QUALIFICATIONS (WSQ) DIPLOMA IN  
BEVERAGE SERVICE**

**Tourism and Food & Beverage Scholarship**

To aid the Tourism and Food & Beverage (F&B) industry cope with the challenges they face in developing in-employment talents to support the growth and to upgrade local capabilities, the Singapore Workforce Development Agency (WDA) will be offering industry-based scholarships.

Under the Skills Training for Excellence Programme, these scholarships will be available to Singapore Citizens who are current working in the Tourism and F&B industries. These scholarships are also only available through employer-sponsored arrangements where high-potential employees will be nominated by their employers.

There will be up to 90% funding for course fees. More details to be announced at a later date.

**WSQ Diploma in Beverage Service**

As At-Sunrice GlobalChef Academy enters into its new phase of development as the Integrated CET Centre for the F&B sector, it will be expanding and diversifying their programme offerings to include a new diploma programme – WSQ Diploma in Beverage Service – to cater to the emerging needs of beverage professionals such as sommeliers, baristas and mixologists.

This programme allows individuals to deepen their knowledge about wine, spirits, coffee and tea, as well as specialise in one or two of the beverage types. In addition, these trainees will be able to gain real and practical industry experience through structured apprenticeships with renowned master sommeliers, baristas and mixologists.

The new WSQ Diploma in Beverage Service primarily focus on building and deepening knowledge to groom and develop sommeliers, mixologists and baristas, as well as expose trainees to innovations in the areas of wine, spirit and coffee.