



Embargoed till 24 February 2010, 12 noon

MEDIA RELEASE

**NEW WSQ COURSES
TO BUILD CROSS-FUNCTIONAL SKILLS AND TECHNICAL EXPERTISE
FOR MANUFACTURING PROFESSIONALS**

24 February 2010 – The local manufacturing industry can now tap on new courses under the Singapore Workforce Skills Qualifications (WSQ) System to raise manpower capabilities and productivity, specifically in the areas of manufacturing sales and marketing, product life cycle management and engineering simulation.

2. Developed through a collaboration among the Singapore Manufacturers' Federation (SMA), Singapore Workforce Development Agency (WDA), International Enterprise Singapore (IE Singapore) and CAD-IT Consultants, the new courses will provide opportunities for manufacturing Professionals, Managers and Executives (PME) to enhance their cross-functional skills, and for manufacturing companies to raise productivity in their product design and life cycle management efforts.

Broadening Cross-Functional Skills in Sales and Marketing

3. The WSQ Manufacturing Sales and Marketing programmes will be among the first of SMA's new productivity training programme series. Offered at the Specialist Diploma and Advanced Certificate levels, the courses will cater primarily to engineers, technicians and personnel trained in technical

areas but whose responsibilities now require them to have knowledge and skills in sales and marketing.

4. Mr Renny Yeo, President of Singapore Manufacturers' Federation said: "Sales productivity is not only crucial to a manufacturer's bottom line, but also his overall success. We are talking about sources of insights deriving from sales professionals that can propel company's growth, for instance, product development, overseas market and export growth strategies and increasing brand awareness. In the past, sales engineers hired were given only training in technical aspects, but not the global marketing knowledge and context. With this programme, companies can expect a shorter learning curve for their sales staff and to expedite the returns from training."

5. Recognising that manufacturing sales and marketing professionals should also be armed with overseas market knowledge if they are to support their employers that are setting up regional sales, marketing and/or distribution headquarters/offices, SMA and WDA have further enhanced the programme by teaming up with IE Singapore to offer overseas immersion training. Trainees who have completed the WSQ Manufacturing Sales and Marketing programme, and who have been identified by their companies to handle overseas market operations, can receive funding for their overseas training attachments through IE Singapore's International Markets Immersion Programme (iMIP).

6. According to Mr Thian Tai Chew, IE Singapore's Technology Business Group Director, "With the increasing diverse needs of manufacturers across sectors and countries, iMIP will help them groom staff adept at operating or expanding business operations in key overseas markets to meet the growing opportunities in the global aerospace, medical technology, and automotive industries."

Deepening Expertise in Product Design and Life Cycle Management

7. WDA has also worked with CAD-IT, a leading developer of Product Lifecycle Management (PLM) solutions in Asia Pacific, to launch two new

WSQ Graduate Diploma courses in Product Lifecycle Management and Engineering Simulation.

8. Mr. Terence Chan, CEO of CAD-IT Consultants, said, “Product Lifecycle Management (PLM) is indispensable for organisations to automate their processes and to streamline their operations in order to meet the increasing demands of today’s product development and manufacturing needs. At the same time, Engineering Simulation is critical in optimising product design and performance, so as to distinguish themselves through enhanced innovation and R&D capabilities. Together with WDA, CAD-IT Consultants are excited and honored to offer two of the most innovative, research oriented, practical and industry relevant Postgraduate Courses in Singapore.”

9. “These new programmes follow the successful introduction of the WSQ for the manufacturing sector back in 2008. Through the new WSQ Manufacturing Sales and Marketing courses, we hope to broaden the cross-functional skillset of technical professionals in the manufacturing industry. The other new courses – the WSQ Graduate Diplomas in Product Lifecycle Management and Engineering Simulation – will help manufacturing companies raise efficiency and effectiveness in their product development and life cycle management. Together, these efforts will help our manufacturers raise their capability and productivity,” says Mr Goh Eng Ghee, Deputy Chief Executive of WDA.

For more information about the courses, please visit
www.smafederation.org.sg and www.cadit.com.sg

About Singapore Manufacturers' Federation (SMA)

Established since 1932, SMA's mission is to represent the interest of the Singapore manufacturing community and to drive its competitiveness and sustainable growth through serving industry-specific needs.

SMA is supported by 11 industry groups to serve diverse industry-specific needs, as well as five Centres of Excellence to offer a holistic approach towards improving competitiveness, upgrading skills and capitalizing on new technologies to grow market share. Current membership is more than 2,600 corporate members ranging from MNCs to SMEs, and SMA carries out a myriad of activities to enhance the competitive edge of our members.

For more information, please visit <http://www.smafederation.org.sg>

About Singapore Workforce Development Agency (WDA)

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>

About Singapore Workforce Skills Qualifications (WSQ)

WSQ, or the Singapore Workforce Skills Qualifications, is a national credentialing system that trains, develops, assesses and recognises adult workers for competencies they need to stay employable. Based on standards developed by the Singapore Workforce Development Agency (WDA) and various industries, WSQ ensures workers acquire skills needed by employers at the workplace. With clear progression pathways, workers can also use WSQ to upgrade their skills and plan their careers. As training and assessment are competency-based, not academic-based, workers have to demonstrate the right competencies before they are certified. Experienced workers however, can receive WSQ certification without training. WSQ is accessible to all workers, as its entry criteria are skills and knowledge, not formal qualifications. The quality of WSQ is assured by WDA, from the development of competency standards, accreditation of training providers to the award of its qualifications.

About IE Singapore

International Enterprise (IE) Singapore is an agency under the Ministry of Trade and Industry spearheading the development of Singapore's external economic wing.

Our mission is to promote the overseas growth of Singapore-based enterprises and international trade. With a global network in over 30 locations and our "3C" framework of assistance – Connections, Competency, Capital, we offer services to help enterprises export, develop business capabilities, find overseas partners and

enter new markets. At the same time, we work to position Singapore as a base for foreign businesses to expand into the region in partnership with Singapore-based companies.

Please visit www.iesingapore.com for more information.

About CAD-IT

CAD-IT Consultants, formed in 1991 in Singapore, is an **ISO 9001:2000** certified, premier Product Lifecycle Management (PLM) technology solution provider in Asia providing affordable, state-of-the-art world class turnkey solutions covering software, consulting, training, support, software development and maintenance services to meet design, engineering, manufacturing and enterprise management needs. CAD-IT Consultants has since built a customer base of over 1,500 engineering companies, and currently has offices in Singapore, Malaysia, China (Shanghai, Guangzhou, Hong Kong and Shenzhen) and Thailand; supporting world class PLM products such as Ansys, Autodesk Moldflow, DEFORM, Ensign, Goldfire, Siemens PLM and V6.

CAD-IT had received **56** International and National Awards since 1991 in recognition of its professionalism in training, service and support of its customers, and among the most recent accolades are the APEA Most Promising Entrepreneur Award 2009, the SPBA Established Brand Award 2009 and Autodesk China Outstanding Mechanical VAR Award 2009.

For more information, please visit www.cadit.com.sg

For media queries, please contact

Gillian LIM
Senior Executive, Research and Corporate Communications
Singapore Manufacturers' Federation
2 Bukit Merah Central
#03-00 SPRING Singapore Building
Singapore 159835
DID: (65) 6826-3053
Fax: (65) 6826-3068
Email: gillianlim@smafederation.org.sg

Christina Low
Principal Manager
Corporate & Marketing Communications Division
Singapore Workforce Development Agency
DID: 6512 6573
Mobile: 9683 4413
Email: christina_low@wda.gov.sg

Jared Heng
Manager
Corporate & Marketing Communications Division
Singapore Workforce Development Agency
DID: 6512 1123
Mobile: 9476 9334
Email: jared_heng@wda.gov.sg

Daphne LYE
Manager, Corporate Communications Group
International Enterprise Singapore
230 Victoria Street
#10-00 Bugis Junction Officer Tower
Singapore 188024
DID: (65) 6433-4476
Fax: (65) 6337-6898
Email: daphne_lye@iesingapore.gov.sg