

# INDUSTRY LINKAGES

## Industry Collaborations

Academic schools within Singapore Polytechnic were active in seeking out collaborations with the industry to expand the opportunities for both students and staff.

In this area, the School of Chemical & Life Sciences had a particularly fruitful year in sealing industry partnerships to commercialise its inventions. A licensing agreement with Cacao Gourmet and Premiums lead to the manufacture and sale of Singapore Polytechnic's halal inulin-infused chocolates, while a letter of intent with Fong Yit Kaya paved the way for the commercial launch of the XO-Kaya.



1. Bringing the halal inulin-infused chocolates to the market through Cacao Gourmet.
2. Creative look for chairs on display at Ikea Alexandra.

The School developed a low-fat Chinese sausage that captured the attention of Golden Glory Food Industries who signed a letter of intent to commercialise the product. The success of the Romance Singapore and Romancing Singapore perfumes from previous years led to the signing of a license agreement with Cosmetical Asia/StarAsia in March 2007 to manufacture and sell a new series of male and female perfumes.

At the School of Media & Info-Communications Technology, a collaboration with SAP's University Alliance Programme would provide two free training places for lecturers to enroll in the BPERP train-the-trainer programme.

Another collaboration saw Symantec Singapore donating licensed and proprietary security tools, software and books for the School's security laboratory. A team of final-year Diploma in Multimedia Technology students developed and soft-launched the 'Plan, Implement, Control, Achieve' board game with Alpha-Plus Training Consultants. The company had since bought over the remaining rights to the game to be able to sell it commercially.

In other industry development efforts, the School of Media & Info-Communications Technology signed a memorandum of cooperation with CyanSYS to collaborate in e-Business and enterprise technology solutions.

The year also saw students benefiting from collaborative projects with the industry. First-year students from the Diploma in Creative Media Design collaborated with Ikea on displaying chairs for exhibition at the Ikea Alexandra store. Their second-year counterparts involved themselves in another collaboration to design and create an Eau de Toilette product with the World Toilet Organisation.



Students from the School of Design's Diploma in Games Design & Development took on a consultancy project with Paradigm Infinitum, which involved the prototyping of board games.

### **Industry Appointments**

As testimony to their expertise and reputation, academic schools within Singapore Polytechnic were appointed by industry partners to deliver key services.

Due to its well-established Food Technology Programme, the School of Chemical & Life Sciences was appointed by SPRING Singapore as its partner in the setting up of the Food Innovation & Resource Centre (FIRC).



**New Food Innovation & Resource Centre established with SPRING Singapore.**

Deepening its relationship with IDA, the School of Media & Info-Communications Technology became an approved education provider for its Infocomm Club Programme, which covered a network of clubs at secondary schools focusing on digital media, mobile technologies software development, security & networking and games development.

Another agreement signed with the Special Interest Group in Security and Information Integrity (SIG<sup>2</sup>) saw the setting up of a SIG<sup>2</sup> Student Chapter within the School of Media & Info-Communications Technology. The School also joined hands with the Digital Media Academy and AIPRO Singapore to hold two master workshops on television production for the industry.

The School of Design was awarded a three-year grant to implement and facilitate the DesignSingapore Council's "Many Ways of Seeing" (MWOS) Design awareness workshop for primary and secondary school students to expose them to the design profession.

In addition, the Singapore Maritime Academy became the Ministry of Manpower's partner of choice when it was appointed the examining body for the Boiler Attendant Certificate of Competency. The Academy also signed a memorandum of understanding with Sribima Maritime Training Centre from Malaysia to set up training facilities in Singapore to provide safety training to the off-shore, oil and gas industry.

Singapore Polytechnic was further appointed by the Singapore Workforce Development Agency as the programme manager for the Engineer Conversion Programme for Instrumentation and Control.

### **Industry Services**

The Department of Industry Services continued to play a vital role in supporting initiatives for the industry. The Department worked closely with the academic schools to deliver 352 short courses, 271 tailor-made courses and 211 other programmes for the industry and the general public.

New tailor-made courses resulting from industry collaborations included seminars on toilet designs with the World Toilet College, the International Wine Import Course with Wine Resources, the Convenience Store Operations Course with Cheers Holdings and the Kazakhstan Scholarship Programme with Singapore Technologies Electronics.



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1. All about importing wines in a tailor-made course with Wine Resources.
2. A rare opportunity for internships at Disney World, Florida.

### Industrial Training Programmes

The Department of Industry Services facilitated the Industrial Training Programme for students to gain practical experience with companies. All diploma students liable for attachment were successfully assigned to companies.

Of these, 397 students were sent for overseas attachment in 16 countries to increase their global exposure.

Among them were students from the School of the Built Environment who journeyed as far as the University of Science and Technology in Suzhou, China; the Stuttgart University of Applied Sciences in Germany; the University of South Australia, RMIT University and the Deakin University in Australia. Another six Diploma in Architecture students went on industrial attachments with firms in Hong Kong and China, while Diploma in Property Development & Facilities Management students went on stints with firms in China, Malaysia and the UK.

In an exciting educational experience, 20 Diploma in Tourism & Resort Management students from the School of Business were handpicked by Disney for internships at the famed Disney World in Florida, USA. Their five-month stint brought them through attachments with Disney World's hospitality, operations, merchandise and food and beverage departments. They also attended two modules at the University of North Carolina at Greensboro.



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## Industry Events

Academic schools and departments within Singapore Polytechnic also continued to organise key industry events to promote dialogue and knowledge sharing.

The Singapore Maritime Academy held the 21st Chua Chor Teck Memorial Lecture in January 2007. It also organised MARTECH 2006 which saw 171 participants from 21 countries attending the conference. For the first time, a post-conference workshop was organised onboard the SuperStar Virgo.



1. Participants from 21 countries at MARTECH 2006.
2. Focus on broadband technology at the 5th Regional Industrial Networking Conference.

Also strengthening links with the industry, the School of Electrical & Electronic Engineering organised the 5th Regional Industrial Networking Conference in November 2006 to promote broadband network technology and applications and to allow staff to network with the industry. The IEEE International Conference on Networks in September 2006 was another industry event. This conference, jointly organised with the Educational & Staff Development Department and IEEE Singapore Computer Chapter, brought together experts in computer networks and communications for poster and paper presentations.

The Department of Educational & Staff Development demonstrated its commitment to industry development by co-organising and hosting the Singapore Blackboard Day with Blackboard International. Another joint project with the Educational Research Association of Singapore resulted in a symposium 'Research and Reflections: For Better Student Learning' for teachers.

