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**MEDIA RELEASE**

**SINGAPORE PSB PARTNERS WUXI PROFESSIONAL COLLEGE OF SCIENCE & TECHNOLOGY TO SET UP FIRST SCHOOL OF BUSINESS PROCESS OUTSOURCING IN JIANGSU REGION TO NURTURE FUTURE TALENT**

- **First school of Business Process Outsourcing Management established in the Jiangsu Province**
- **Partnership aims to develop 500 students and 10,000 corporate individuals in the area of Business Process Outsourcing Management**

Wuxi, China, 21 April 2008 – Jiangsu’s first School of Business Process Outsourcing Management was opened today. The school will be housed within the Wuxi Professional College of Science & Technology (WST). The signing of the MOU agreement between PSB and WST was witnessed by Singapore’s Minister of State for Trade and Industry, Singapore’s Consul-General for Shanghai, representatives from IE Singapore and several Wuxi officials and leaders.

PSB’s partnership with WST combines strong on-ground knowledge of the Chinese education sector coupled with rich Singapore expertise and experience in the area of



Business Process Outsourcing Management. To ensure the success of this partnership, both teams have drawn up an elaborate 5-year work plan. It includes establishing a research and development team that will continue to look into Business Process Outsourcing and continuous exchanges between both parties of knowledge and systems for better certification and training methods.

Said Mr Lee Yi Shyan, Minister of State for Trade and Industry, Singapore, "Wuxi Professional College's cooperation with PSB Academy on BPO courses reflects the importance Wuxi attaches to human resource development as a key source of competitiveness for the City. Where there are talents and skilled workers, investments shall be. I congratulate both parties for taking this important step in education and training cooperation."

With the rapid development of Business Process Outsourcing in Wuxi, the grooming of suitable talent becomes imminent. Earlier in 2003 and 2004, Chinese Vice - Premier Wu Yi said, "We should pay attention to the trend of multinational companies outsourcing its internal services and actively create opportunities, new methods and new ways to attract foreign investments." Chinese Premier Wen Jiabao reinforced this again at the 11<sup>th</sup> National People's Congress - "Expand export services, Develop service outsourcing". Party Secretary of WST Mr Jiang Qing Yu states, "Our college has always valued the practical and technical aspects when training and developing people, the launch of the Business Process Outsourcing management programme only reinforces this belief further. I hope with this partnership we can greatly contribute to the manpower and corporate development of the Wuxi region."



PSB has been leading and educating Singapore's workforce for more than 40 years. Widely recognised as a premium institution in Singapore that provides quality education, it is highly regarded by both individuals and industry. Having trained over 6,500 organisations, PSB brings to the partnership its wealth of experiences and expertise in the area of training and development including practical experiences in the area of Business Process Outsourcing. PSB Consulting Shanghai has also been very successful with big name clients such as Haier, Zhong Xing Telecommunication Equipment Company and Shanghai Pudong Development Bank. The Chinese partner, WST is a premier institution that develops talents to serve the high-tech industry in Wuxi and has core expertise in electronics, information technology and mechanical and electrical courses.

This partnership between PSB and WST serves as a stepping stone in the development of BPO in Wuxi. The BPO program has two main target audiences- corporates and students. The BPO Certification programme and BPO Executive development programme targets professionals and government officials who wish to develop themselves in the area of BPO further or potential personnel who wish to move into this area. The PSB Diploma in Business Administration (Business Process Outsourcing) targets potential high school students who wish to develop a specialized career. The programmes are slated to start in July this year. "Under this framework, PSB and WST aims to develop over 500 students and 10,000 corporate individuals", says PSB Chief Executive Officer Dr Steve Lai.



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## **About PSB Consulting**

PSB Consulting is a leading training and consultancy company with over 190 programmes. It has served over 6500 companies in over 6 languages in 10 cities. It was voted as one of the biggest training and consultancy service provider in Singapore by Human Resource Magazine (2006 & 2007).

PSB Consulting provides integrated consulting and customised training solutions to develop effective management systems and highly relevant competencies for business performance.

Its Shanghai office was established in 2003. Its client list includes Shanghai Pudong Development Bank, Zhong Xin Telecommunications and Haier.

For further information, see [www.psb-consulting.com.cn](http://www.psb-consulting.com.cn)

## **About PSB Academy Pte Ltd**

PSB Academy Pte Ltd has been leading and educating Singapore's workforce for the past 43 years. Widely recognised as a premium institution that provides quality education, it is highly regarded by both individuals and industry. Today, PSB Academy is one of Singapore's largest education and training institutions, with over 30,000 individuals attending its courses annually.

PSB Academy is proud to partner some of the finest universities from Australia, U.K. and the U.S to offer internationally recognised academic qualifications. The range of corporate executive programmes has also been the choice from many MNCs, government agencies and companies, both in Singapore and the region. PSB Academy was one of the first few providers to earn the Singapore Quality Class (SQC) award for Private Education Organisations (PEOs). It is also CaseTrust accredited and ISO9001:2000 certified.

For further information, see [www.psb-academy.edu.sg](http://www.psb-academy.edu.sg).



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