

Benefitting from a German brand of international repute - PSB Academy

Singapore established in 1964, PSB Academy is one of the largest education and training institutions for Singapore's workforce. We offer a comprehensive range of internationally recognized education programmes – from pre-primary to post-graduate courses and customized corporate training and consulting services, which take into account both human resources and corporate processes. Most of our customers are in the manufacturing and service industries, but we also provide training and consulting for government agencies.



As we expand our business across the Asia Pacific region, we now provide learning opportunities for close to 50,000 students each year. More than 6,500 companies have so far benefitted from what we offer. Our students come from 26 different countries and we serve corporate clients from the Middle East, Mongolia, and the United Arab Emirates. We offer our courses and training classes in English, Chinese, Malay, Bahasa Indonesia, Vietnamese, and Persian.

In 2006, our parent company PSB Corporation, market leader for the certification of management systems in the Asia-Pacific region, was bought by the German company TÜV SÜD, one of the world's leading providers of certification and technical services. Various synergies arise from the cooperation of the two organisations and enable us to take advantage of the vast opportunities for testing, certification, consulting, and training in Asia. TÜV SÜD has about 11,000 employees in over 600 locations world-wide. Their specialists optimise technology, systems, and knowhow for their customers and aim at setting benchmarks for excellence in testing and certification. If a German company produces goods for the German market, TÜV SÜD Akademie.

By becoming a member of the TÜV SÜD Group, we also benefit from their excellent reputation in the field of technical know-how. In the field of academic studies, we have a strong focus on engineering and related subjects. There is a great demand for engineers all over Asia and TÜV's excellent reputation with regard to technical know-how, enhances our competitive edge to a large extent.



In the field of corporate training, we have established an intensive cooperation with TÜV SÜD Akademie. We can provide trainers and training material to TÜV SÜD Akademie and support their clients in the Asia-Pacific region. This has opened up new and exciting business opportunities for us.

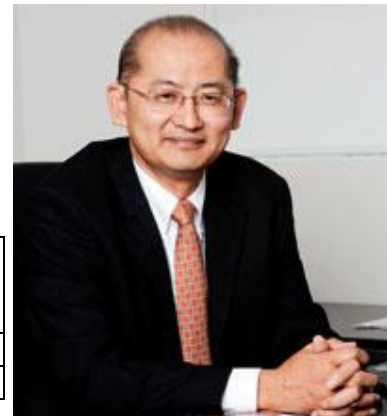
As a member of the TÜV SÜD Group, PSB Academy can offer its customers both German expertise and excellent knowledge of the industry. Understanding the needs of the industry is of crucial importance for us as an education and training provider. In addition, the strong image of TÜV SÜD as an internationally reputed German testing and certification brand enhances the standing of PSB Academy in our target market.

Together with TÜV SÜD Asia-Pacific, we manage an in-house management development programme to facilitate know-how transfer and networking amongst the TÜV SÜD staff in the Asia-Pacific region. Currently we are creating an internship programme for talented students to get acquainted with the works of TÜV SÜD.

TÜV SÜD makes every effort to establish exams and degrees in the field of corporate training which are internationally recognised. That would not only increase the quality of learning, process, employees would no longer be confined to work within their national boundaries. We strongly support this approach to certify programmes in the corporate training sector so that employers can better assess the skills and knowledge of their employees.

We are impressed that the German government supports the internationalisation of German training providers by establishing the initiative iMOVE. As a neutral and independent government body, iMOVE promotes international cooperation and facilitates business relations among companies and organisations in the field of vocational and technical training. We recommend using iMOVE services.

“Working with German partner has opened up new and exciting business opportunities for us”. Dr. Steve Lai, Chief Executive Officer (CEO), PSB Academy Pte. Ltd. (A member of TÜV SÜD Group), Singapore



Area of Business:	Education programmes, corporate training and consulting services for all industries
Staff:	365
Internet:	www.psb-academy.edu.sg

By iMOVE (training - made in Germany)