



**新加坡中華總商會管理學院**  
Singapore Chinese Chamber Institute of Business

**MEDIA INVITE**

**Recognising Academic Excellence & Encouraging  
Continuing Education In Chinese Language Programmes  
Amongst Adult Learners**

Singapore Chinese Chamber Institute of Business's (SCCIOB) top students from its Chinese Diploma programmes will receive a Book Prize and qualifying Business Mandarin programme students to receive a 'Training Award' during SCCIOB's upcoming Graduation Ceremony

Event Details:

Event: **SCCIOB 23<sup>rd</sup> Graduation Ceremony**

Guest-of-Honour: **Mr. Ang Hin Kee,  
CEO of Employment and Employability Institute (e2i) and  
MP for Ang Mo Kio GRC**

Date & Time: **Wednesday, 16 November 2011, 6.30-9.30pm**

Location: **SCCCI Auditorium, Level 2 SCCCI Building  
47 Hill Street, Singapore 179365**

Event Highlights:

- Guest-of-Honour Mr Ang Hin Tee will give a speech touching upon how the individual, government, employers, unions, teachers and educational institutions like SCCIOB play an important role in creating a conducive environment for people to pursue upgrading opportunities and how e2i is collaborating with SCCIOB in particular to achieve this goal
- Mr Thomas Chua, Chairman of SCCIOB's Management Committee, will elaborate on details of the various awards given out as well as emphasise the importance for continuous learning & networking and how SCCIOB can provide its graduands with such opportunities
- Selected outstanding graduands will give their valedictory speeches sharing their unique experiences on how the qualification they attained had helped them improve themselves and/or advance their careers

- Photograph and filming opportunities with the event's Guest-of-Honour, VIPs, graduands and guests, especially during the Diploma and Certificate presentation ceremony

*(SCCIOB is expecting about 250-350 graduands and guests to turn up for the graduation ceremony. The programme for this event is detailed below.)*

Ms Tan Puay Kian, who made the transition from running a family business for over 20 years to becoming a Chinese teacher, believes that enrolling in SCCIOB's Diploma in Professional Chinese Teaching programme last year was instrumental in helping her improve her teaching methods. Importantly, the programme has given her valuable insights to teaching psychology and curriculum development which she is able to apply in her job. Puay Kian has been a Chinese teacher at the United World College of Southeast Asia since August 2006 and is currently pursuing a Masters Degree in Chinese Teaching.

It is for people like Puay Kian that SCCIOB will be holding its 23<sup>rd</sup> Graduation Ceremony on 16 November 2011. During the ceremony, SCCIOB will present the Diplomas and Certificates to the graduands of its 3 Chinese Diploma programmes, namely the (1) Diploma in Business Administration, (2) Diploma in Professional Chinese Teaching and (3) Diploma in Translation and Interpretation programmes and Business Mandarin programme (Beginner, Intermediate, Advanced levels). For this year, there are a total of about 350 graduands from all these programmes.

**For the first time in recent years, the most academically outstanding students from each graduating batch of the institute's 3 Chinese Diploma programmes will be recognised for their efforts as they would receive a Book Prize.** A total of 27 students are expected to receive this award. The quantum of the award is \$2,000 for the Diploma in Business Administration programme and \$1,500 for the Diploma in Professional Chinese Teaching and Diploma in Translation and Interpretation programmes.

In addition to the 'Best Academic Award', **for the first time, a 'Training Award', amounting to 20% of the programme fees which range from \$642 to \$2,782, will be given to 43 Business Mandarin programme students.** To qualify for this award, the students must be Singaporeans or Singapore Permanent Residents and must have fulfilled attendance and other pre and post test requirements.

**Monies for both the Book Prize and 'Training Award' are disbursed by the Singapore Chinese Chamber of Commerce Foundation,** whose mission is to contribute to the community development of Singapore by promoting educational, cultural, community and charitable activities.

Ms Josephine Lee, General Manager and Principal of SCCIOB said: **“We believe that the awards will provide the necessary impetus and motivation for our students, who are mainly adult learners, to strive harder and better themselves in their process of professional upgrading.”**

***You and your photographer/camera crew are cordially invited to join us for this meaningful event.***

For media enquiries or to RSVP, please contact :

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**Singapore Chinese Chamber Institute of Business**  
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### **About Singapore Chinese Chamber Institute of Business (SCCIOB)**

SCCIOB is a subsidiary of Singapore Chinese Chamber of Commerce & Industry (SCCCI) and an ISO 9001:2008 certified not-for-profit training and education body registered under the Council for Private Education. The Institute’s history as a training and education provider can be traced back to 1984 when it first started as a Training Centre with governmental aid. It upgraded to its current status, the Institute of Business, in 1996. SCCIOB caters to the learning and development needs of a wide variety of trainees, including industry/company leaders, senior managers and working professionals, both local and international. The programmes offered can be broadly classified under business studies, language & cultural programmes, skill training, customised corporate programmes and China immersion programmes. For more information on the courses that SCCIOB offers, please refer to [www.scciob.edu.sg](http://www.scciob.edu.sg).

## **SCCIOB 23<sup>rd</sup> Graduation Ceremony Programme**

- 6.30pm Registration and Buffet Reception
- 7.00pm Arrival of VIP Guests and Interactions
- 7.30pm Arrival of Guest-of-Honour and Commencement of Graduation Ceremony
- 7.35pm Address by Mr Thomas Chua, Chairman of SCCIOB Management Committee
- 7.45pm Speech by Guest-of-Honour Mr Ang Hin Kee, Chief Executive Officer, Employment and Employability Institute and MP for Ang Mo Kio GRC
- 7.55pm Presentation of Diplomas & Book Prize and Group Photo Taking for Graduands from:
- Diploma in Business Administration
  - Diploma in Translation and Interpretation
  - Diploma in Professional Chinese Teaching
- Presentation of Certificates & Training Awards and Group Photo Taking for Business Mandarin graduands
- 9.00pm Valedictory speeches by graduates from Diplomas and Business Mandarin Programmes
- 9.30pm End of Programme