



Media Release

**Genting Singapore and SMU launch
'Integrated Resort Management Cross-Cultural Exchange Programme'**

*First of its kind cross-cultural exchange programme for undergraduates of SMU
and its partner universities in Japan*

Singapore, 13 August 2014 (Wednesday) – To promote cross-cultural exchange between undergraduates from Singapore and Japan, and to enable them to acquire knowledge and insights into the Integrated Resort (IR) sector, Genting Singapore (GENS) and Singapore Management University (SMU) are partnering to offer a specialised training programme on IR Management, with industry immersion within Resorts World Sentosa.

Jointly developed by GENS and SMU, the *Integrated Resort Management Cross-Cultural Exchange Programme* is made possible through a S\$0.5 million gift from GENS to the University over three years. The first-of-its-kind programme is designed to give participants a rich experiential learning opportunity that comprises workshops, site visits, and hands-on projects which require them to work in cross-cultural groups to develop and deliver a group project over a period of three months. Through these activities, students will gain a first-hand understanding of the management of an IR – from operations, strategic management, sales and marketing, to talent management, and customer experience.

An agreement was signed today between GENS and SMU, in the presence of about 60 students who have expressed interest in the programme. The signatories were: Mr Tan Hee Teck, President and Chief Operating Officer of Genting Singapore and Chief Executive Officer of Resorts World Sentosa; and Associate Professor Annie Koh, SMU's Vice-President for Business Development & External Relations, and Academic Director of the Center for Professional Studies.

"We are happy to partner SMU to offer this unprecedented programme, and play our part in grooming talents for the future of the tourism industry. By leveraging our resources and facilities to provide a real-life classroom, combined with insights from our team members we hope to inspire and develop future talents for the tourism and hospitality industry," said Mr Tan.

"This distinctive University-Industry partnership and programme is designed to give students the unique opportunity to be immersed in a dynamic business environment. They will not only gain a global perspective and insights into IR operations and management, but also acquire an appreciation for cross-cultural collaboration and teamwork, as they will be learning and working alongside fellow youths from other countries. The multi-dimensional curriculum and integral components of classroom training, immersion activities and project

work are also intended to provide students with breadth of knowledge plus hands-on practice,” said Associate Professor Koh.

Scheduled to take place between September and November 2014, the programme will be taught by SMU faculty; students will also be mentored and coached by senior business leaders from Genting Singapore and Resorts World Sentosa. The programme is open to year two and three undergraduates from SMU and those from its partner universities in Japan who have been accepted into SMU’s student exchange programme. They should possess a strong interest in the integrated resorts industry as well as a high level of proficiency in the English language. The programme is expected to welcome 30 students into its first cohort.

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About Genting Singapore

For nearly 30 years, Genting Singapore and its subsidiaries have been at the forefront of gaming and integrated resort development in Australia, the Bahamas, Malaysia, the Philippines, Singapore and the United Kingdom. Today, it is best known for its flagship project, Resorts World™ Sentosa in Singapore, which is one of the largest fully integrated destination resorts in South East Asia. The Company is currently developing an integrated resort in Jeju, South Korea, called Resorts World Jeju which is slated to open progressively in 2017. Listed on the Main Board of the Singapore Exchange Securities Trading Limited, Genting Singapore has a market capitalization of S\$16.4 billion as at 31 July 2014 and ranks among Singapore’s largest companies by market capitalization.

www.gentingsingapore.com

About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU’s mission is to generate leading-edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. It is known for its interactive and technologically enabled pedagogy of seminar-style teaching in small class sizes.

Home to over 8,300 undergraduate and postgraduate students, SMU comprises six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law and School of Social Sciences, offering a wide range of bachelors', masters' and PhD degree programmes in various disciplines.

With an emphasis on generating rigorous, high-impact, multi-disciplinary research that addresses Asian issues of global relevance, SMU faculty members collaborate with leading international researchers and universities from USA, Europe, China and India as well as with partners in the business community and public sector through its research institutes and centres. SMU’s city campus is a state-of-the art facility located in the heart of downtown Singapore, fostering strategic linkages with the business and wider community.

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