Eurocopter signs Memorandums of Understanding with three Singapore tertiary institutions to develop local talents

Singapore, 17 February 2012

As part of Eurocopter’s global commitment to support the development of local resources and helicopter industry, Eurocopter South East Asia collaborated with three Singapore tertiary institutions to expand the curriculum of business and engineering students in the area of rotary-wing aircraft education.

In a signing ceremony held today at the Singapore Airshow 2012, Eurocopter South East Asia (ESEA) signed a Letter of Intent with NUS Business School and Memorandums of Understanding (MoU) with Singapore Polytechnic (SP) and Republic Polytechnic (RP).

ESEA pledged to work closely with the institutions to develop a cooperation framework that will allow students to enlarge their knowledge of the aviation industry. At the same time, ESEA will also be able to tap on the creativity and resources of local tertiary students in providing alternative solutions to current business and technical issues.

“This is a win-win cooperation that will benefit not just the institutions and their students, but will become a great resource for Eurocopter as well,” noted Dr. Bernhard Brenner, President of Eurocopter South East Asia. “We recognize the high quality of education provided in Singapore. With a meaningful programme in place, it will serve to motivate these students even more in pursuing a career in aviation, which can only be good for the industry.”

The tie-up with NUS involves students from the NUS Business School, where its undergraduate and postgraduate students will have the opportunity to apply their business knowledge, solve problems and make recommendations in business environments that closely reflect the professional world of aeronautics. In addition, internship programmes related to marketing and management will be made available for the business students to have first-hand working experience in an aviation company.

“These collaborations will enhance the business knowledge, educational experience and career prospects of our students, and give them an edge in the corporate world. At the same time, the partnership will help us remain at the forefront of business education through the injection of even more real world and relevant experiences into our curriculum. We are confident that our collaboration with Eurocopter will add further value to our students’ experiences at NUS Business School,” said Associate Professor Hum Sin Hoon, Deputy Dean, NUS Business School.

In its long tradition of offering internship programmes to engineering students, ESEA will continue the programme which has enriched the experience of many aspiring engineers, many of whom have gone on to pursue very successful careers either in Eurocopter or some other companies in the aviation industry.
The MoUs signed with SP’s School of Mechanical and Aeronautical Engineering as well as RP’s School of Engineering, will not only encompass the internship programmes, but also the provision of training materials in the area of rotary aircraft education for the teaching staff and students.

With its newly established base at Seletar Aerospace Park, ESEA’s expanded facilities and capabilities will enable it to provide interactive, quality hands-on training at its high-tech facility for budding students.

“This partnership with Eurocopter will provide our aeronautical engineering students with industry-relevant and real-life training in the aviation industry. This will help prepare them for the future as they receive world class training and the best hands-on experience. Upon graduation, I am confident that they will be well sought after and highly valued by the industry,” said Mr. Lim Peng Hun, Deputy Principal (Technology and Industry), Singapore Polytechnic.

Republic Polytechnic’s Director of School of Engineering, Dr. Wang Jianguo said, “Republic Polytechnic’s School of Engineering is dedicated to producing future professionals for the Aerospace Industry. The collaboration with Eurocopter will serve to strengthen this initiative and will strive to produce future aerospace professionals.”

In conclusion, Dr. Brenner added, “Having been present in Singapore for 35 years, we see it as our corporate responsibility to develop local talents and help Singapore strengthen its position as an aviation hub. We look forward to a very fruitful cooperation with NUS, SP and RP.”

About Eurocopter South East Asia (www.eurocoptersea.com.sg)
Eurocopter South East Asia (ESEA) is the Regional Headquarters of Eurocopter, the world’s leading helicopter manufacturer. Established in 1977 in Singapore, ESEA is the training and technical hub, and handles sales and customer support activities of 15 territories in total. In 2011, ESEA achieved a turnover of 135 million Euros. With a staff-strength of more than 200 professionals, the company has developed a successful commercial network of Singapore-based sales team and regional sales managers and technical representatives, servicing and maintaining more than 300 helicopters in the region.

About NUS Business School (www.bschool.nus.edu)
The National University of Singapore (NUS) Business School is known for providing management thought leadership from an Asian perspective, enabling its students and corporate partners to leverage global knowledge and Asian insights. As Asia’s Global Business School, NUS Business School is a leading authority on business in Asia.
The school has consistently received top rankings in the Asia-Pacific region by independent publications and agencies, such as The Financial Times, Economist Intelligence Unit, and QS Top MBA, in recognition of the quality of its programmes, faculty research and graduates. In the Financial Times Global Rankings, the NUS MBA was ranked 23rd in 2012, while the Asia-Pacific Executive MBA and the UCLA – NUS Executive MBA were ranked 19th and 9th respectively in 2011.

In the biannual 2011 Forbes rankings for two-year MBA programmes, NUS Business School was ranked the top school in Singapore and Asia, and fourth among business schools outside the United States - the first time a Singapore business school has made the list. The Quacquarelli Symonds (QS) ranked the school first in Asia and 15th in the world for accounting and finance, and the QS Global 200 Business Schools 2009: The Employers’ Choice Survey ranked the School’s graduates third in the Asia-Pacific region.
The school is accredited by AACSB International (Association to Advance Collegiate Schools of Business) and EQUIS (European Quality Improvement System), and is a member of the GMAC Council, Executive MBA Council, Partnership in Management (PIM) and CEMS (Community of European Management Schools) – endorsements & affiliation with organisations of high repute in the education circle that the School has met the highest standards for business education.

About Singapore Polytechnic [www.sp.edu.sg](http://www.sp.edu.sg)
Established in 1954 to meet the manpower needs identified by the government, Singapore Polytechnic (SP) is Singapore’s first polytechnic. Its 10 academic schools offer 49 full-time diploma courses for its 15,500 students and courses are kept relevant through close links with industry and government bodies, as well as with various overseas institutions.

SP offers broad-based, multi-disciplinary and flexible curriculum dedicated to hands-on experience. It is committed to the development of its applied research and development capabilities to enhance the quality of teaching and commercialisation efforts. Through Design Thinking, SP offers a revolutionary approach to education, allowing its students to look at problems from different perspectives, and strike a dynamic balance between intuitive and analytical thinking to provide impactful solutions.

Among SP’s 160,000 graduates are successful entrepreneurs, top executives in multinational and public-listed corporations, and well-known professionals, many of whom are captains of industries, university professors and researchers, and leaders in government.

SP is the first polytechnic to be awarded the President’s Award for the Environment in 2010 and the President’s Social Service Award in 2011.

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About Republic Polytechnic ([http://www.rp.edu.sg](http://www.rp.edu.sg))
The first educational institution in Singapore to leverage Problem-Based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has six schools and two centres offering thirty nine courses in Infocomm, Engineering, Applied Science, Technology for the Arts, Sports, Health & Leisure, Events and Hospitality, Enterprise, and Communication. Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving process skills and a life-long learning attitude. Its holistic, broad-based curriculum, covering culture, enterprise development and cognitive processes, prepares students for an active and meaningful role in society. Republic Polytechnic strives for excellence by achieving various international and national accreditations, including ISO9001, ISO14001, OHSAS 18001, SS540, Singapore Quality Class, People Developer, Innovation Class, and Service Class.

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