



## **Fostering a Culture of Productivity and Innovation with the Hotel Productivity Centre**

**SINGAPORE, 31 March 2015** – Today marked the official launch of the Hotel Productivity Centre (HPC) to help the hotel industry achieve productivity-driven growth.

Set up as a dedicated competency centre within the Singapore Productivity Centre (SPC), the HPC is designed as a one-stop resource to help hotels address challenges through productivity and innovation solutions. “The Hotel Productivity Centre draws synergies from SPC’s experience and expertise in carrying out productivity initiatives across the Retail and Food Services sectors,” said Dr Ahmad Magad, Chairman, SPC.

### **Burgeoning interest from industry players**

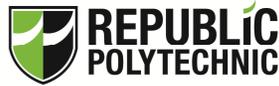
To jumpstart the programmes to be implemented by the Hotel Productivity Centre, SPC will work in strategic partnership with Republic Polytechnic, supported by the Singapore Tourism Board (STB). RP brings to the table strong expertise in capabilities and innovation.

Said Mr Yeo Li Pheow, Principal/CEO, Republic Polytechnic (RP): “We are pleased to partner the SPC for the STB-supported Hotel Productivity Centre. Over the years, RP’s School of Hospitality has cultivated vast capabilities in hotel management as well as in productivity improvements.

“Working with industry and agency partners, the HPC hopes to contribute meaningfully to find solutions to some of the industry’s most difficult challenges. Such applied research is very relevant to RP for training young professionals to join the hotel industry.”

The services of HPC will benefit hotel industry through applied research (prototyping and evaluating new technologies, services and solutions); consultancy (diagnosing and solving targeted challenges faced by hotels); benchmarking (comparing Singapore hotel industry against international standards); training; and sharing of best practices (educating industry on innovation and productivity best practices).

For its first project, HPC will be working with Studio M on a sustainable solution to the hotel’s front desk and housekeeping service challenges, and service innovations to enhance the overall guest experience.



## **A timely launch**

The official launch of the HPC comes right after the third edition of STB's Hotel Industry Expert Panel session. In the previous two sessions held in 2014, leading industry players had provided feedback that affirmed the need for the HPC.

“Singapore’s hotel industry is at a critical juncture currently. With rising competition, labour constraints and changing workforce aspirations, hoteliers are facing more pressure than ever to innovate. It is thus timely that an independent, dedicated resource is launched to formulate sustainable growth solutions,” said Mr Yap Chin Siang, Assistant Chief Executive, STB.

“The launch of the HPC is also a key milestone on the Hotel Productivity Roadmap as we strive to foster a culture of innovation, and transform the industry through systematic improvements in productivity. We hope that hotels will fully tap on this resource to prototype new technologies and solutions.”

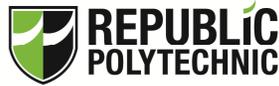
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### **For media queries, please contact:**

Singapore Productivity Centre  
Norazlina MANAP  
Senior Manager  
[norazlina\\_manap@sqpc.sg](mailto:norazlina_manap@sqpc.sg)  
Tel: 6745 5833

Republic Polytechnic  
Patrick SENG  
Manager, Corporate Communications  
[patrick\\_seng@rp.edu.sg](mailto:patrick_seng@rp.edu.sg)  
Tel: 9767 6701

Singapore Tourism Board  
Terence ONG  
Manager, Communications  
[terence\\_ong@stb.gov.sg](mailto:terence_ong@stb.gov.sg)  
Tel: 6831 3343



## **About the Singapore Productivity Centre**

Singapore Productivity Centre (SPC) was set up in October 2013 to drive enterprise productivity for sustained growth and competitiveness. It focuses on the services sector, with dedicated competency units set up for the Retail, F&B and Hotel sectors. SPC is supported by the National Productivity Council, Singapore Tourism Board and SPRING Singapore. The Centre provides a comprehensive range of services and solutions to help enterprises effectively. This comprises consultancy, training and workshops, study missions, benchmarking, conferences and applied research.

Please visit [www.sgpc.sg](http://www.sgpc.sg) for more information and news about Singapore Productivity Centre.

## **About Republic Polytechnic**

The first educational institution in Singapore to leverage the Problem-based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has six schools and two academic centres offering forty-one diplomas in Applied Science, Engineering, Enterprise and Communication, Events and Hospitality, Infocomm, Sports, Health & Leisure, and Technology for the Arts.

Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving skills and lifelong learning opportunities. Its holistic and broad-based curriculum prepares students for an active and meaningful role in society as problem solvers, respected professionals and passionate citizens.

Republic Polytechnic strives for excellence by achieving various international and national accreditations, including ISO 9001, ISO 14001, OHSAS 18001, ISO 22301, Singapore Quality Class, People Developer, Innovation Class, and Service Class.

For more information, visit <http://www.rp.edu.sg>

## **About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "YourSingapore" brand. For more information, please visit [www.stb.gov.sg](http://www.stb.gov.sg) or [www.yoursingapore.com](http://www.yoursingapore.com).