



**MEMORANDUM OF UNDERSTANDING  
FOR COLLABORATION ON  
SINGAPORE TALENT DEVELOPMENT ALLIANCE  
(新加坡人才发展联盟) IN CHINA  
BETWEEN IP ACADEMY AND  
INTERNATIONAL ENTERPRISE SINGAPORE BOARD**

**19 March 2015**

**Singapore**

IP Academy (IPA) entered into a Memorandum of Understanding (MOU) with International Enterprise Singapore (IE Singapore) to join the Singapore Talent Development Alliance (TDA) as its 8th member. The Singapore TDA will help promote IPA's suite of IP training programmes and services to Chinese government agencies, corporations and educational institutions and eventually, forging a longer term and more sustainable relationship with its Chinese counterparts.

Led by IE Singapore, the Singapore TDA is the first collaboration between Singapore's public and private education/training providers and it offers a one-stop holistic and synergistic suite of the "best-in-class" Singapore's education and training talent development services in China. The range of offerings includes vocational and technical courses, service-related training, management and soft-skills courses, and train-the-trainers programmes. Courses and programmes offered are modular, and both academic and non-academic in nature.

This alliance would allow Singapore providers to reach out to a relatively untapped addressable demand pool via a public-private-partnership that marries the content expertise and strong brand name of public institutions with the operational capabilities of the private sector. It would also act as a practical, scalable and replicable model for new and existing Singapore suppliers venturing into China, through a flexible and shared service platform.

Other members within the Singapore TDA included the Civil Service College; ITE Education Services; Nanyang Polytechnic; Nanyang Technological University; National University of Singapore; NTUC LearningHub and Singapore Management University.

IPA is committed in its efforts to establish a comprehensive global network of IP training and services that are efficient and accessible by all IP professionals. IPA has signed a MOU with Sino-Singapore Guangzhou Knowledge City Investment and Development Co., Ltd (GKC Co) in 2013 to cooperate in areas such as intellectual property management, capacity building and training.

By joining Singapore TDA, IPA will hope to further enhance intellectual property cooperation between the two countries.

### **IP Academy (Singapore)**

The IP Academy (Singapore) is the training arm and a member of the Intellectual Property Office of Singapore. It is a national initiative dedicated to the deepening and broadening of Singapore's knowledge and capabilities in IP protection, exploitation and management. Given the value and importance of intellectual assets and creativity as primary sources of wealth and competitive advantage, the IP Academy aims to build a thriving culture that

encourages the management and harnessing of innovation, and the resultant IP rights for the achievement of success in this global, knowledge-driven economy.