

MEDIA ADVISORY:

Business Chinese Test to raise further awareness and standard for Business Chinese Learning among executives

SCCCI President Mr Roland Ng said: “China’s Belt and Road Initiative is creating enormous business opportunities for local companies to expand into the China market. Furthermore, China’s younger generation is venturing out of China and investing in many countries. With Singapore being the top destination for overseas investments from China, Singaporeans need to be well-equipped to stay relevant and competitive in the current business environment.”

The Singapore Chinese Chamber Institute of Business (SCCIOB) is honoured and privileged to be appointed as the sole Business Chinese Test (BCT) Centre in Singapore by Hanban/Confucius Institute Headquarters, China from 1st January 2018. SkillsFuture Singapore (SSG) supports the BCT training and assessment for skills upgrading and lifelong learning.

The BCT Centre has been officially opened by Mr Ng Cher Pong, Chief Executive of SSG, on Saturday, 3rd February 2018. The opening coincides with the first batch of the International Business Mandarin course (course fee funded by SSG) trainees taking their BCT assessment. Mr Ng said : “As Singapore grows its economic trade and tourism links with China, SSG will continue to support the Singapore workforce in raising the proficiency level of its Chinese workplace literacy. The Business Chinese Test Centre will provide interested Singaporeans with the necessary skills to tap on a growing market to expand and internationalise.”

The BCT, an international, standardised test of Chinese language proficiency, focuses on assessing non-native Chinese speakers’ abilities to use the Chinese language in the business environment and evaluating the language tasks they are able to complete. One of the unique features of the BCT is the inclusion of business culture as part of the test so as to improve learners’ intercultural communicative competence. It aims to provide references for companies to recruit, select and promote employees, training institutions to organize teaching activities and learners to evaluate their Chinese language proficiency. The BCT Centre aims to build a pipeline of skilled workers with Business Chinese proficiency to support the growing trade and business in the China market.

One of the local BCT candidates Mr Balasubramanian Suryanarayanan, CFO with a company in Oil & Gas in the Marine industry, said: “I want to learn Chinese as it is critical for the day-to-day life of working adults, especially if we want to expand our business. I am also deeply interested to learn about the rich Chinese culture and heritage. While looking for a reputable teaching organization, a colleague introduced the SCCIOB to me. The trainers here are very good, and I will definitely return for the next course to further improve my Chinese proficiency.”

Another local candidate Mr Lee Guan Liu said: “As an ethnic Chinese, I feel that I should aim to constantly improve my Chinese language ability. As I have finished school a long time ago, I took the SCCIOB course to polish up my Chinese language proficiency. Even after this round of BCT, I will proceed to take up the next level of courses and make this a lifelong learning initiative.”

Being the apex body of the Chinese Business Community in Singapore with a rich cultural history of 112 years, SCCC is in the best position to facilitate the certification of the BCT and ensure that the linguistic ecology for the use of Mandarin can be deepened. SCCC is also able to cultivate a pool of bilingual, bi-cultural business executives, managers, entrepreneurs and public servants through its training arm, SCCIOB.

The SCCIOB targets to assess at least 4,750 Singapore Citizens and Singapore Permanent Residents and/or attain at least 7,125 Business Chinese Test assessments in the next 3 years. This translates into an increase in annual headcount of more than 58% as compared to the localised BCT that was offered in Singapore between 2007 and 2017. A two-pronged approach will be adopted by the SCCIOB to achieve this target, firstly by increasing the BCT training headcount further despite having sent more than 12,000 of its trainees to sit for BCT since 2009, and secondly by creating more awareness of BCT so that individuals as well as employees sponsored by their companies will sign up for the purpose of self-assessment.

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About Singapore Chinese Chamber of Commerce & Industry

Established in 1906, the Singapore Chinese Chamber of Commerce & Industry (SCCCI) is an internationally renowned business chamber and the apex body of the Chinese business community in Singapore. It is the founder of the biennial World Chinese Entrepreneurs Convention and the World Chinese Business Network (www.wcbs.com.sg), a global online business information portal. It plays a key and pro-active role in representing the interests of the local business community. In its continued drive for service excellence, the SCCCI has become the first business chamber in the region that has been awarded ISO 9001:2000 certification since 1995. In 2009, the Chamber successfully upgraded its ISO certification to ISO 9001:2008.

The SCCCI has a membership network comprising some 5,000 corporate members and has more than 160 trade association members, representing over 40,000 companies including large financial and business organizations, multinational corporations, government-linked companies, and small and medium enterprises from a wide spectrum of trades and industries. Together, they provide the business community with vast resources and an influential global Chinese business network for business, culture and education.

About Singapore Chinese Chamber Institute of Business

Established since 1984, SCCIOB is a not-for-profit training and education institution that has been serving the learning and development needs of individual and local business community. With SCCCI's wide business network in China, SCCIOB has established strong capabilities in equipping both individuals and corporates with the necessary skills and knowledge to venture into the China market more than a decade ago.

Since the inception of WSQ Chinese Workplace Literacy (CWPL) programmes in 2009, SCCIOB has been the leading training provider, having more than 80% of the market share annually under its 17 different entry levels and 3 selections of proficiency skills. With the launch of the exclusive assessment centre, SCCIOB has redeveloped a new suite of 17 International Business Mandarin courses based on the revamped syllabus of BCT, these courses are reviewed and approved by SSG whereby eligible Singaporeans and Permanent Residents can enjoy up to 95% course fee funding.