

New WSQ courses to build cross-functional skills and technical expertise for manufacturing professionals

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1. The local manufacturing industry can now tap on new course under the Singapore Workforce Skills Qualifications (WSQ) System to raise manpower capabilities and productivity, specifically in the areas of manufacturing sales and marketing, product life cycle management and engineering simulation.
2. Developed through a collaboration among the Singapore Manufacturers' Federation (SMA), Singapore and CAD-IT Consultants, the new courses will provide opportunities for manufacturing Professionals, Managers, Executive and Technicians (PMETs) to enhance their cross-functional skills, and for manufacturing companies to raise productivity in their product design and life cycle management efforts.

Broadening Cross-Functional Skills in Sales and Marketing

3. The WSQ Manufacturing Sales and Marketing programmes will be among the first of SMA's new productivity training programme series. Offered at the Specialist Diploma and Advanced Certificate levels, the courses will cater primarily to engineers, technicians and personnel trained in technical areas but whose responsibilities now require them to have knowledge and skills in sales and marketing.
4. Mr Renny Yeo, President of Singapore Manufacturers' Federation said: "Sales productivity is not only crucial to a manufacturer's bottom line, but also its overall success. We are talking about sources of insights deriving from sales professionals that can propel company's growth, for instance, product development, overseas market and export strategies and increasing brand awareness. In the past, sales engineers were given only training in technical aspects, but not the global marketing knowledge and context. With this programme, companies can expect a shorter learning curve for their sales staff and returns from training."
5. Recognising that manufacturing sales and marketing professionals should also be armed with overseas market knowledge and training to support their employers' regional sales, marketing and/or distribution offices, SMA and WDA have further enhanced the programme by teaming up with IE Singapore to offer overseas immersion training to selected candidates. To complement the WSQ Manufacturing Sales and Marketing programme, companies can nominate employees for overseas market attachments under IE Singapore's overseas immersion programme.
6. According to Mr Thian Tai Chew, IE Singapore's Technology Business Group Director, "With the increasing diverse needs of manufacturers across sectors and countries, a comprehensive overseas market attachment programme will help them groom staff adept at operating or expanding business operations in key overseas markets to meet the growing opportunities in the global aerospace, medical technology, and automotive industries."

Deepening Expertise in Product Design and Life Cycle Management

7. WDA has also worked with CAD-IT, a leading developer of Product Lifecycle Management (PLM) solutions in Asia Pacific, to launch two new WSQ Graduate Diploma course in Product Lifecycle Management and Engineering Simulation.
8. Mr Terence Chan, CEO of CAD-IT Consultants, said, "Product Lifecycle Management (PLM) has fast become the main differentiator between innovative companies and run-of-the-mill ones. The use of PLM Technology will allow Singapore companies to drastically increase productivity and achieve greater product innovation, leading to increased profitability and global competitiveness. Pervasive and successful use of PLM (which includes Engineering Simulation) serves to accelerate Singapore's transformation into a highly skilled design and manufacturing environment offering world-class products and services. Together with WDA, CAD-IT Consultants are excited and honored to offer two of the most innovative, research oriented, practical and industry relevant Postgraduate Courses in PLM in Singapore."

9. These new programmes follow the successful introduction of the WSQ for the manufacturing sector back in 2006. Through the WSQ Manufacturing Sales and Marketing courses, we hope to broaden the cross-functional skillset of technical professionals in the manufacturing industry. The other new courses – the WSQ Graduate Diplomas in Product Lifecycle Management and Engineering Simulation – will help manufacturing companies raise efficiency and effectiveness in their product development and life cycle management. Together, these efforts will help our manufacturers raise their capability and productivity,” says Mr Goh Eng Ghee, Deputy Chief Executive of WDA.

For more information about the courses, please visit www.smafederation.org.sg and www.cadit.com.sg

Source: www.wda.gov.sg