CE’s Message

2013 has been a thoroughly enriching and memorable year for all of us at SHATEC. We reached many milestones last year, with our 30th anniversary celebrations taking centre stage for the year. I vividly remember our humble beginnings at Nassim Hill and feel proud to see that we have come such a long way. There are two achievements in particular that deserve special mention. Firstly, I am pleased to say that SHATEC was awarded the 4-year Edutrust certifictation which will run until 2017. This is the culmination of many months of hard work from all staff at SHATEC and is a reflection of our drive for perfection. The other shining moment was SHATEC’s inclusion as one of the top 3 finalists in the Best Education Experience (Tourism & Hospitality) 2013. This award recognises tourism and hospitality educational institutions that offer their students an exciting and beneficial campus life coupled with excellent curriculum, facilities and support services. These achievements are an affirmation from our industry partners of SHATEC’s pivotal role in hospitality and tourism education and its contributions towards the culinary and hotel sectors over the years.

Tourism industry in Singapore is proving to be more vibrant and dynamic in the last few years, with the visitor arrivals hitting a record of almost 15.5 million for 2013. These are exciting times indeed where there is simply no lack of career opportunities for anyone looking to gain entry into this particular industry.

Birthed from the concept of “for the industry by the industry”, the role of the school has become more relevant than ever in light of the manpower crunch issue at hand. At SHATEC, we’ve long come to understand that the importance of staying abreast of industry trends over the past 30 years by consistently examining and re-aligning our modules accordingly. Our students are adequately prepared and equipped with the quintessential skills to succeed in the actual working environment after graduation.

At this juncture, I would like to extend my well wishes to the incoming batch of students for the year of 2014 as we strive for greater success and excellence in the coming years!

Milestone Reached

30th Anniversary Celebrations

In 2013, SHATEC celebrated 30 years of being a hospitality and tourism education provider, reaching yet another significant milestone in its long and illustrious history. The school is recognised as a pioneer in the field of hospitality and tourism education locally and in the region, with more than 30,000 graduates passing through its doors in that time. To celebrate this special anniversary, SHATEC lined up a host of events and promotions for all to enjoy throughout the year.

SHATEC’s 65,000 sq ft campus underwent a major $3 million upgrade in the first half of 2013, with many improvements made to provide an even more conducive learning environment for SHATEC students. Last year also saw the addition of a new city-centre venue for industry practitioners who enrol in SHATEC’s many part-time and skills-upgrading programmes.

SHATEC extended the celebrations to the general public with a month-long series of special workshops in May 2013. On offer were classes in making speciality desserts such as crepe suzettes, preparing flambe drinks and Western dining etiquette amongst others. There were also exclusive anniversary set dinners served at Recipes, SHATEC’s fine dining restaurant at the Treasury Building, every Friday in June 2013.

The year’s anniversary celebrations culminated in a gala dinner on the exact date that SHATEC began operations in 1983. On 2 July 2013, more than 500 alumni, industry guests and partners gathered to celebrate SHATEC’s achievement. On the menu was a stellar four-course dinner created by eminent alumni chefs, amongst them Edmund Toh, President of the Singapore Chefs Association and Tony Khoo, Marina Mandarin Hotel.

This momentous occasion also saw the launch of SHATEC’s 30th Anniversary Commemorative Book detailing how SHATEC has pioneered hospitality training and education since the 1980s as well as highlighting key milestones over the last three decades.
Graduation 2013
The Beginning of a Beautiful Journey

SHATEC’s graduation 2013 was held on Tuesday, 26 November at the National University Cultural Centre. It was the second year running that the ceremony was held in this impressive iconic venue which have played host to prestigious events such as the Prime Minister’s National Day Rally.

On hand together with the students were the faculty of SHATEC as well as the members of SHATEC’s Advisory Council and Board of Directors. Present also were the family members and loved ones of SHATEC’s graduates – the people who had supported our students through thick and thin and were very proud to see them go onstage and collect their certificates and diplomas.

After the ceremony, guests and graduates enjoyed a scrumptious buffet spread prepared by SHATEC’s own student chefs with management students helping out with the service. Many in the crowd took the opportunity to snap pictures with friends and faculty to preserve the sweet memories of their tenure at SHATEC.

“This is one of the best days of my life,” exclaimed Nur Aishah binte Mohamed Raham, valedictorian of Graduation 2013. “Not only did I get my diploma which I worked hard for, but I also got to be the valedictorian and address the entire cohort in my speech. I am so proud to be a SHATEC graduate!”

Many among the graduating cohort looked back at their SHATEC education with pride and it dawned upon them that the time to start building upon that foundation with further education or a fruitful start to their careers has come.

“I had a wonderful time at SHATEC and feel very confident stepping into the industry with the skills and knowledge I have gained,” said Aloysius Lim who graduated with a Diploma in Culinary Skills. Indeed, many at Graduation 2013 walked away feeling proud of their achievements, certain that the journey ahead would be a beautiful one.

OPEN HOUSE

SHATEC showcased its new improved facilities and promoted its diploma and certificate courses, including newly-launched WSQ programmes, at two open houses held recently.

The first was held on Saturday, 21 December 2013, just after the release of last year’s ‘N’ Level results while the second, held on Saturday, 18 January, catered to students who had just received their ‘O’ level results. Both open houses were well-attended by the public with many walking away impressed by SHATEC’s top-notch facilities and comprehensive academic programmes. In fact, more than 1 in 2 attendees polled chose either SHATEC’s campus tours or career and education talks as their favourite part of their open house experience.

SHATEC’s current crop of students did us proud with expert demonstrations of bar mixology and professional cooking techniques such as flambé. They also led the campus tours and proved to be excellent ambassadors of SHATEC, always on hand to answer any queries or to provide an insight into life at SHATEC for curious attendees.

Overall, both open houses attracted a total of 617 attendees with 181 applying for courses at SHATEC. With over 91% of applications coming from Singaporeans, SHATEC continues to fulfil its mandate of providing the local industry with talent from our shores.

21 December 2013 & 18 January 2014

From top: ● Culinary talk by Mr Niwaz ● Visitors touring the campus ● Visitors having programme consultations ● Students demonstrating the making of Crepes Suzette to visitors
SHATEC is honored to have been part of the National Junior Chef Team participating in The International Young Chef Challenge 2013 held in Seoul Korea in November 2013. Together with Republic Polytechnic, we formed the team proudly flying the flag to represent Singapore.

From planning the menus and procuring the ingredients to trialing the dishes, preparations for the competition were never a walk in the park. This was especially for the students, who had to diligently plan the estimated amount of ingredients and equipment needed to prevent wastage.

On top of the practical knowledge, students also benefitted from getting advice from the more experienced and knowledgeable chefs in the industry. It was a very steep learning curve at such a level of competition. Hence, taking shortcuts was not allowed without a solid foundation.

In order for the students to have a better feel of one of the categories where teams cooked a 3-course meal for 65 diners, the trainers arranged for an exclusive competition menu to be sold at RECIPES – a bistro by SHATEC. The National Junior Chef Team presented their very best performance for the occasion.

Finally, the day to depart for Korea arrived. The cold weather, where temperatures frequently dipped to 7°C was a real shock to the tropical systems of our contingent. Despite the challenges, our SHATEC team put on a brave front. The day before the start of the competition, the chefs were required to attend a briefing on the rules and regulations. After the briefing, the team set off to procure their ingredients as some were unable to bring them over from Singapore. As the challenge loomed closer, complications started to arise as well.

On top of the freezing Korean climate that the team was subjected to, the selection of available ingredients at the Korean supermarket threw them off as well. They had to learn to be flexible with their choices as they could not find those they had used during their training.

Another lesson learnt was the ability to improvise on the fly. This is perhaps one of the most essential qualities of a winning team. They had to react and think quickly on their feet to use alternatives or substitutes while achieving a similar desired outcome.

The competition kicked off in one of the largest convention centers in the world, COEX Mall. All teams met in the kitchens to go through a standard hygiene check and to ensure no rules were flouted before they could start their preparations.

After all the trials and tribulations the team went through, its members from various culinary institutions bonded together throughout the course of the competition despite having fair share of hiccups in the earlier stages of preparations.

Everyone’s dedication and hard work paid off in the end as the Junior Chef Team Singapore clinched 2 Silvers; a Silver Medal for Hot Present Cold and a Silver Medal for Hot Cooking (cooking a 3-course meal for 65pax).

Kudos to the students and trainers for the great work!
The inaugural SHATEC cook-off competition kicked off with an early morning visit to Giant IMM where each team of 3 had to purchase ingredients for their dishes with their limited budget of 40 dollars. The early birds who arrived at the supermarket had the luxury of shopping in a near-empty supermarket. Fion from marketing summed up the exhilarating feel on the spur of moment then aptly, “It felt exactly like a kid stepping into the candy store!”

However, little did she know that there was more in store for her, pun unintended. When the teams returned, they were presented with the challenge of having to incorporate into their dishes a previously announced “secret ingredient”. You could literally imagine the look of horror on the faces when it was unveiled to be dark chocolate. The challenge was now not just confined to incorporating chocolate into their existing dishes, but as well as the fact that the secret ingredient was only announced after everyone had bought their ingredients.

Greenhorns, amateur cooks, experienced cooks as well as those who’ve never stepped into the kitchen were all housed under one roof, or kitchen rather, for the next three and a half hours. Aunty Kim was a true crouching tiger and hidden dragon, as she whipped out masterpieces that would sit right at home in a high-class Chinese restaurant. Of course, the intricately-put together creations would not have been possible without the two lovely assistants of Calicia and Lin from CET. The tag-team of “Fions” and Geraldine produced the most colourful looking desserts of the hour, with their special take on jelly served in the orange peel husk. Over at the group of “2 boys and a girl” of Boon-Kenny-Adeline, it seemed like they were off to a slow start. But it wasn’t long they were getting the hang of things, proving to be no slouches with their delectable-looking rendition of spaghetti and braised meat.

The “Three Chefs” consisting of Andy, Shawn and Rebecca came up with their own take of chicken thigh with salsa sauce and a complimenting mushroom soup. “Turnout was better than expected and I was glad to participate in it. At the end of the day, I felt that it promoted inter-department collaboration and was not competitive at all,” noted Andy.

For “Team Delicious”, the cook-off was fraught with accidents even before day one. He Fang had to endure a scalding whereas Nathaniel took a cut to his thumb. “Truth be told, it was Alicia holding up the team as she was the most experienced. Nathaniel and I did not have that much experience in the kitchen,” reveals He Fang.

The judging panel included Mr Alan Lowe, chefs Samson and Adrian. Their vivid and interesting facial expressions revealed little as everyone looked on eagerly with their faces pressed against the window.

In the end, it was the dynamic duo of Sarah and Tai Wee from IFB who came out tops with that their interesting take of fried fish with chocolate sauce. Yu Yu, who was originally slated to be in the group, pulled out last minute due to unforeseen circumstances. Despite that, they lived up to their name of “The Winners” and when asked about the coming up of the group name, Tai Wee quipped, “The name of the group “The Winners” was an impromptu one. But looking back, it motivates us to work towards our objective ultimately as “The Winners”.

Chef Samson had this to say when asked about his thoughts on the winning dish, “The first place winners exhibited great teamwork and were highly organised. The presentation of the fish was up to the mark. It was crispy on the outside and tender on the inside.”

They walked away with the first prize of 150 dollars worth of vouchers. Second place honours went to the Fantastic 3 of Kellin, Melissa and Fareen who earned themselves the prize of 100 dollars vouchers.
With the passing of every Chinese New Year, it has been a tradition to follow up the occasion with the staff lou hei. On this particular day, there will always an expected air of anticipation that hangs over SHATEC, especially with esteemed members of the Board making an appearance.

This year was no exception. There were certainly no expenses spared judging from the elaborate decor of the area to the delectable-looking spread of food and beverages. It was not long before SHATEC welcomed the arrival of its Board members: Chairman Mr Albert Teo (CEO of Amara Holdings Limited), Mr Noel Hawkes (Vice President Resort Planning of RWS), Mr Lin Sin Hoa (Chairman of Seaview Holdings Pte Ltd), Mr Otto Weibel (Chief Advisor to SHATEC) and Mrs Diana Ee-Tan (Board Director of Singapore Tourism Board) and of course, Miss Margaret Heng (Executive Director of Singapore Hotel Association).

Just as everyone was taking the rare opportunity of catching up with one another, the ear-splitting sound of the gong and cymbals cut things short. It is common Chinese tradition that a lion dance troupe grace the occasion with their presence as it is believed they help to chase away the evil spirits and foster in prosperity and luck. The performance brought the lo hei to a climax and before the lions left, they left behind an auspicious “1318” of mandarin orange slices. No prizes for guessing what everyone bought at the betting outlets later that day.

Everyone then adjourned to Inspirations 1 where Mr Albert Teo gave an opening address and his visions for SHATEC for the year. With a burgeoning hospitality industry set to reach new heights in the next few years, Mr Albert Teo stressed on the importance of staying ahead of the competition by adapting and keeping up with evolving lifestyle trends.

The lo hei was soon underway with Theresa and Kellin introducing the significance behind the ingredients in the yusheng. When the green light to tuck in was given, everyone raised their yusheng with great zest and enthusiasm, hoping to attain similar heights with their careers and lives for the year.

The lunch reception was next. It was heartwarming to see fellow colleagues from the various departments mingle together over sumptuous food cooked by the students and chefs of SHATEC.

The day concluded with a lucky draw where 25 lucky winners walked away with gift hampers and vouchers.

Huat Ah!
It's a Sweet Sweet World
Pastry buffet

Affectionately themed “It’s Vegas, Baby”, the student-initiated all-you-can-eat pastry buffet was a dream come true for all sweet tooth fanatics. In the weeks leading up to the event, our illustrious student chefs have been kept on their toes from visiting classes to market the event to stalking unsuspecting staff.

From the whimsical spread of pastry to intricately decorated cakes, the students certainly made a conscientious effort to ascertain the smooth-running of the event down to the very detail. Up till now, we are sure that the door-gift of a takeaway cookie left an impression.

Brainchild of the idea Stephanie Rozak, 21, shared, “We each had our own individual responsibilities to look after. I was put in charge of decorations and ambience. Everyone did their part to ensure the event’s success.”

The pastry buffet was a new initiative introduced this term and was the students’ maiden effort at preparing food for over 100 people. Previously, students were required to create two types of cakes to be sold at Recipes and marks would be awarded accordingly.

They were put through the mill – planning the menu as a team, deciding the theme, calculating the cost, creating marketing materials, selling tickets, booking the function room, ordering the cutlery, decorating the function room and not forgetting making the pastries from scratch.

“We hope to give our students a hands-on opportunity to organise their very own event. Through this, we hope to instil in them the importance of teamwork as well as the vast responsibilities that come with being a chef,” explained Chef Lynn Loh.

Like any well-organised event, there can always be room for improvement.

Louis Koh, 22, noted how certain food items ran out quickly and their lack of experience in dealing with such situations. “We were caught unaware. There were certain items that went out faster than the others.”

Korean student Yoon Doo Hee, 20, shared undauntedly, “It was a tiring but rewarding experience. I felt that I could have done better with the layout of the venue. I would like to have another shot at managing such an event again.”

The Masters of the Culinary Arts

SHATEC teamed up with the Workforce Development Agency (WDA) and Singapore Chef Association (SCA) to showcase the culinary skills of three distinguished SHATEC alumni as part of a Masterclass series organised by SCA. Between them, the three chefs have more than 50 years of culinary experience with accolades ranging from top honours at international culinary events to best-selling cookbooks.

Chef Heman was the first to step up to the plate. Many in the industry know him as the executive chef of the JP Pepperdine Group which owns a slew of popular restaurants, the most famous of which being Jack’s Place. With a firm yet amiable demeanour, he wowed the audience with his rendition of a signature Singaporean dish – chilli crab.

With an extensive knowledge of American, Western and local Asian cuisine, Chef Heman capture everyone’s attention from start to finish. After the informative demonstration, everyone got to indulge in a chilli crab tasting session and all agreed that the dish was a masterpiece.

Chef Leons Tan was up next and his wealth of experience really shone through during his demonstration. With stints at Ritz Carlton Millenia and Pan Pacific Singapore under his belt, he was also the team manager for the Singapore National Culinary Team’s entry in the Food & Hotel Asia 2010 Culinary Competition where they took home Best Dessert, Best Cold Display, Best Hot Cooking, Best National Team and the coveted “Battle for the Lion” trophy.

Consistently challenging the audience with questions at every juncture, he had a refreshing take on how to best prepare a dish which he themed “veal trilogy”. Chef Leons brought the dish to life beforehand with a detailed drawing, conceptualising the dish with drawings beforehand.

SHATEC Book award winner in 1986, Chef Anderson Ho brought to the table an entirely different but crucial cooking skill set – plating. As every good chef knows, good presentation alone is half the battle won. Chef Anderson’s intricate plating of his dish’s ingredients of succulent tiger prawns and juicy scallops made for every photographer’s dream come true.

After a thoroughly informative session, SHATEC’s Chef Adrian presented the three chefs with tokens of appreciation for their invaluable time and pointers. The masterclass is just another way that SHATEC is able to tap on its huge alumni bank to augment the quality education received by students.
Come Join Us. With the SHATEC qualification, you can make the difference!

Come Join Us. Feel the difference with SHATEC, one of Singapore’s leading hospitality institutions.

Full Time Programmes

CULINARY
- WSQ Higher Certificate in Culinary Arts
- Diploma in Culinary Skills

FOOD AND BEVERAGE
- WSQ Advanced Certificate in Food and Beverage Supervision

PAstry AND BAKERY
- WSQ Higher Certificate in Pastry and Bakery
- Diploma in Pastry and Baking

HOSPITALITY AND TOURISM
- WSQ Advanced Certificate in MICE and Events
- WSQ Advanced Certificate in Hotel and Accommodation Services
- Diploma in Hotel Management

Train & Place Scheme

CULINARY ARTS
- WSQ Higher Certificate in Culinary Arts

Benefits of the train & place scheme are as follows:
✓ Up to approximately 90% course fee funding+
✓ Monthly allowance with benefits during course of study
✓ Combination of classroom training and on-the-job mentoring by industry professionals
✓ Full employment at renowned hotels while studying
✓ Clear academic and career progression pathways

Part Time Programmes

CULINARY
- WSQ Diploma in Culinary Arts

FOOD AND BEVERAGE
- WSQ Diploma in Beverage Management
- WSQ Diploma in Food and Beverage Management

PAstry AND BAKERY
- WSQ Diploma in Pastry and Bakery

HOSPITALITY AND TOURISM
- WSQ Diploma in Tourism (with focus on MICE and Events)

Full-time programmes: enrolment@shatec.sg 6415 3588/3537
Part-time programmes: ptcourses@shatec.sg 6415 3508/3514

Shatec Institutes Pte Ltd
CPE Registration Number: 198301550C
Period of Registration: 16 July 2010 – 15 July 2014

Scan the QR code to visit the website
Contact us for more information now.  ShatecSG www.shatec.sg

Terms and conditions apply
Nicholas Lim graduated from SHATEC in 1996 with a tourism diploma. Since then, he has scaled the heights of the tourism industry and is now the President (Asia) of Trafalgar Tours and The Travel Corporation. SHATEC has always held a special place in Nicholas' heart and even now, almost 20 years after he graduated from this institution, he is closely involved with the school. Most recently, Nicholas has been very much involved with the formation of the SHATEC Alumni Association. He is the Chairman of the pro-temp alumni committee, a precursor organisation until an alumni association is officially established and registered. SHATEC Times caught up with Nicholas to have a chat about his memories of SHATEC and his thoughts on the industry.

**SHATEC Times:** What has been your career path since you graduated from SHATEC?

Nicholas Lim: After graduating from SHATEC, I went to university. After that, I returned to Singapore and joined an airline company for awhile. Then I joined The Travel Corporation in Dec 2000 and stayed for 3 years. After spending a year helping to set up a dot com, The Travel Corporation invited me back to head Contiki (providing travel packages for youth from 18-35) where I was for 7 years. I remained with The Travel Corporation and joined Trafalgar Tours in 2011. I now look after the Travel Corporation’s family of brands such as Trafalgar, Insight Vacations, Contiki and Uniworld River Cruises.

**SHATEC Times:** How has your SHATEC education helped you in your career?

Nicholas Lim: SHATEC gave me the fundamentals. Things that I could apply such as people skills, expectations of hard work and long hours as well as the joys and rewards that come with helping people.

**SHATEC Times:** What challenges have you faced in your career?

Nicholas Lim: The challenge in the early days was patience. If you have the patience and drive, the opportunities will come. Many top executives in the tourism industry like GMs of hotels started out as busboys. This is one of the few industries that literally can give someone the chance to rise to the top. You need to have good patience and work towards it with vision and passion.

**SHATEC Times:** How do you see the tourism industry in Singapore growing over the next few years?

Nicholas Lim: The inbound scene is doing well. There's been a huge transformation with the IRS in recent years. We can expect to see this segment growing steadily. Travellers buying outbound tours are also getting savvier. Previously, people would buy based purely on price but now customers understand that memorable experiences don’t necessarily come cheap.

**SHATEC Times:** What challenges do you think the industry will face in the near future?

Nicholas Lim: One hundred percent of HR managers would say finding the right people is essential. Most people want to work fewer hours and get more pay, but it doesn’t quite work that way. The tourism industry is not as appealing as people initially think. There are long hours, demanding customers and the constant need to put smiles on faces. It is also getting harder and harder to forecast and predict market trends. One of my travel partners told me recently that sales are good but customers are “all flying next week”! His people had to work round the clock just to turnaround the bookings. Previously, we were able to see our load 6 months in advance. But now you get erratic booking patterns. Companies have to come up with carrots and incentives to create special deals to entice people to travel.

**SHATEC Times:** What capabilities do you look for when hiring people for management?

Nicholas Lim: When making a new hire, I’m looking for drive and an eagerness to learn. Those who have stayed at our company and excelled are the same guys who have just this.

**SHATEC Times:** What is your vision for the SHATEC Alumni Association?

Nicholas Lim: We wish for our alumni to engage our SHATEC students who have graduated. We also feel that the alumni should have a role in nurturing the current crop of students. We want students to be aware of the demands and rewards of the hospitality industry.

**SHATEC Times:** What words of advice can you offer to SHATEC students?

Nicholas Lim: I think our students have to reflect and think over if they really enjoy being in this industry. It’s a long but rewarding journey. They need to really dig deep and feel that this is what they want to do. They need to have a sense of purpose and a vision. They need to be driven. I’m a firm believer of this.

Mr Nicholas Lim
President (Asia) of Trafalgar Tours and The Travel Corporation

---

**EDITORIAL TEAM**

Editor: Ms Margaret Heng
Writers: Mr Gunasegaran and Mr Jimmy Lim
Creative: Ms Fion Tan
Publisher: Shatec Institutes Pte Ltd

Shatec Times is the official publication of SHATEC and copies of Shatec Times are not for sale. No part of this publication may be reproduced in any form by any means without the written permission of the publisher. The views and opinions expressed are those of the authors and do not necessarily reflect those of the publisher.

We welcome suggestions and improvements on this publication.
For enquiry and feedback, please contact marcom@shatec.sg
Tel: 65 415 3588 I Fax: 65 6415 3530 I 21 Bukit Batok Street 22 Singapore 659589