

NTU, Cornell to launch joint Masters programme

By **Uma Shankari**

NANYANG Technological University (NTU) and Cornell University will be launching a joint Masters degree programme in hospitality, it was announced yesterday by Minister for Trade and Industry George Yeo at the launch of Food & Hotel Asia 2004 (FHA2004).

A campus will be established at NTU to conduct the programme, and the newly created Cornell-Nanyang Institute of Hospitality Management will offer the 12-month graduate programme, which will be co-taught by NTU and Cornell faculty. NTU hopes to bring

an Asian focus to the programme. The Masters of Management in Hospitality programme will commence in June 2005, and will take in 50 students from all over Asia, who will study on both NTU's Singapore campus as well as on Cornell's campus in New York.

NTU and Cornell will also collaborate on research, and have agreed to contribute US\$500,000 each towards a research fund that will sponsor research for the Asian hospitality industry. In two weeks, NTU will send six of its faculty to Cornell University to explore areas for joint research.

BG Yeo, speaking at the

opening ceremony of FHA2004, said that the institute will contribute to the development of new capabilities in Singapore.

Also at the event, BG Yeo launched "Tasty Singapore", the brand identity for the Singapore food industry. The brand is IE Singapore's latest branding initiative aimed at raising the success level of Singapore food companies as they enter markets abroad.

IE Singapore will now work with Singapore Food Manufacturers' Association and Singapore Manufacturers' Federation to roll out a communications plan to promote and strengthen

*The joint
12-month
Masters of
Management
in Hospitality
programme
will start
in June 2005.*

food branding for the industry.

FHA2004, on till Friday, is a trade event for the hospitality and food industries. This year, about 35,000 trade visitors with a total purchasing budget of US\$5.5 billion are expected at the event.