



News Release

SINGAPORE TO SHARE TOURISM AND HOSPITALITY EXPERIENCE WITH THE GOVERNMENT OF RAJASTHAN, INDIA

Thursday, 6 October 2016

City of Udaipur, Rajasthan, India

Singapore Cooperation Enterprise (SCE) and Temasek Foundation International today announced a partnership with the Department of Tourism (DoT), Government of Rajasthan, India, to build capabilities of government officials in the areas of urban infrastructure management, tourism and hospitality planning, and management. The 36-month programme will be supported by Temasek Foundation International with a grant amount of SGD \$484,010, and will be co-funded by the Department of Tourism, Government of Rajasthan.

A grant agreement was signed in the city of Udaipur today between Ms. Roli Singh, Secretary, Department of Tourism, Government of Rajasthan and Mr. Kong Wy Mun, Chief Executive Officer of SCE. It was witnessed by Ms. Vasundhara Raje, Honourable Chief Minister of Government of Rajasthan and Mr. S Iswaran, Minister for Industry of Singapore. The signing ceremony was held in conjunction with Prime Minister of Singapore, Mr Lee Hsien Loong's state visit to India from 3-7 October 2016.

Jaipur, popularly known as the "Pink City", is the capital of Rajasthan and a major tourist destination amongst domestic as well as international travelers. It is part of an ancient walled-city with the highest concentration of archaeological sites and UNESCO World Heritage sites in a single location in India. In order to support Jaipur's growing tourism industry, the Rajasthan Government has expressed interest in a more holistic approach

in developing the capabilities of its government officials in tourism and related areas of expertise by tapping on Singapore's experience in tourism development and management.

Ms. Roli Singh, Secretary of Department of Tourism, Government of Rajasthan said: ***"It indeed augurs well for the State of Rajasthan that the Department of Tourism and the Singapore Cooperation Enterprise have signed an agreement with the prime objective to provide training by way of workshops on strategic tourism development, tourism mobility planning as well as destination marketing and promotion. It is also gratifying that the Temasek Foundation International has co-funded the training programme. Needless to say that Rajasthan stands to benefit from the tourism best practices of Singapore."***

SCE, as the lead agency, will aggregate relevant Singapore experts from the public and private sectors to deliver this capacity building programme. A series of customised workshops will be conducted to strengthen the capabilities of 100 officials to support the Rajasthan Government's efforts in developing sustainable tourism. This aims to enhance the overall tourism experience for visitors to Jaipur by focusing in the areas of strategic tourism development, tourism mobility planning, and destination promotion and marketing.

It is envisaged that at the end of the programme, the officials will be able to apply the acquired knowledge to develop a strategic plan for the "Pink City" as a tourism destination.

Mr. Kong Wy Mun, Chief Executive Officer of SCE, said: ***"This is our second initiative that SCE is collaborating with the Rajasthan Government, with the first being the Urban Management Water Programme held in partnership with the Public Health Engineering Department of Rajasthan. We are glad to partner Rajasthan Government in the area of tourism, which is well-known for its rich history, deep-seated heritage, and the many buildings famed for their architectural grandeur. Through collaborative sessions and workshops, we will strive to facilitate collectively an upswing in tourism, as part of the local government's efforts towards a Resurgent Rajasthan."***

Mr. Benedict Cheong, Chief Executive of Temasek Foundation International added, ***“Urban cities are centres of growth and a gateway to economic and social development. Just as how city planning takes a long-term view, the roadmap for tourism development should also be strategic and sustainable. We hope that this programme will develop capabilities of public officials in tourism planning and development, and build networks of cooperation between the relevant agencies in Rajasthan and Singapore in the long run.”***

Mr. Tan Soon Kim, Assistant Chief Executive Officer of IE Singapore, added: ***“Tourism is a key economic contributor for both Rajasthan and Singapore. This capacity building programme, coupled with direct air connectivity between Rajasthan and Singapore, will yield benefits for businesses from both countries. IE Singapore will continue to bring Singapore companies to pursue opportunities in Rajasthan’s vibrant tourism sector.”***

Jointly Issued by Temasek Foundation International and Singapore Cooperation Enterprise

Notes to Editor:

About Temasek Foundation International

Temasek Foundation International is a Singapore-based non-profit philanthropic organisation that funds and supports programmes, which aim to build capabilities with programme partners in Asia and beyond. These programmes enable human and social capital development, contributing towards a more vibrant and connected global community, with positive networks of cooperation. The programmes also aim to enhance capabilities in the areas of health care, education, public administration, urban management and disaster-response.

Temasek Foundation International, formerly known as Temasek Foundation, was set up in 2007 by Singapore investment company, Temasek. It was renamed Temasek Foundation International in 2016.

Temasek Foundation International also manages the Singapore Technologies Endowment Programme (STEP), which was established in 1997. This programme focuses on social and cultural activities, leadership skills, environmental knowledge and innovation.

Temasek Foundation International is a member of the Temasek Philanthropic Platform, which was established by Temasek to better serve the evolving needs of the wider community, reinforcing its approach to sustainable giving. Since its inception in 1974, Temasek has established 17 endowments, which focus on building people, building communities, building capabilities and rebuilding lives.

For more information on the Temasek Philanthropic Platform, please visit www.temasekfoundation.org.sg.

For more information on Temasek Foundation International, please visit www.temasekfoundation-international.org.sg.

About Singapore Cooperation Enterprise

Singapore Cooperation Enterprise (SCE) is an agency formed by the Ministry of Trade and Industry and the Ministry of Foreign Affairs of Singapore in May 2006 to respond effectively to the multitude of foreign requests to tap on Singapore's development experience. SCE works closely with Singapore's 16 ministries and over 60 statutory boards to tailor possible solutions to match the foreign parties' needs. SCE also serves as the focal point of access to expertise across these public agencies.

SCE's main objective is to share Singapore's public sector expertise to interested foreign parties which can be government agencies or non-government entities. In doing so, we aim to build long-term partnerships with foreign parties and to generate business opportunities for Singapore's private sectors. With effect from 31 August 2012, SCE was restructured as an integrated arm of IE Singapore to optimize the synergies between both organizations.

For more information on Singapore Cooperation Enterprise, please visit <http://www.sce.gov.sg>.

About Department of Tourism, Government of Rajasthan

The Department of Tourism, Government of Rajasthan, is the nodal agency for promoting tourism pan-India and abroad. It works as a separate entity for the execution of national and State level policies, programmes and also as a coordinating agency for the Central - State Government Department/ Offices and Private sectors activities for promotion of tourism in the State. It is based in the State Capital Jaipur with Tourists Reception Centres in national metros, various cities and tourist destinations of the State.

The State Government has recently launched a multi modal and multi lingual tourism campaign. The campaign aims in bringing increasingly more domestic and foreign tourists to Rajasthan. Furthermore, the new Tourism Unit Policy 2015 strengthens the tourism infrastructure of the State. The State has widened the category of the Tourism Units by simplifying land conversion and rationalizing taxation.

For more information on Department of Tourism, Government of Rajasthan, please visit <http://tourism.rajasthan.gov.in/>.

For media enquiries, please contact:

Temasek Foundation International

Ms. Caroline Tan

Associate Director and Head, Communications

DID : +65 6828 6739

Mobile : +65 9768 4628

Email : carolinetan@temasekfoundation.org.sg

Singapore Cooperation Enterprise

Ms. Eslyn Ong

Assistant Manager, Corporate Communications

DID : +65 6838 0712

Mobile : +65 9679 3732

Fax : +65 6732 9076

Email : eslyn_ong@scegov.sg